"A Study of Emotional Marketing on Product Perception, Brand Awareness and Purchase Decision"

Research Work

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Under the Supervision of

Prof. Umesh Holani

Head and Chairman

School of Commerce and Business Studies

Jiwaji University, Gwalior (M.P)

Submitted By

Dr. Lilesh Gautam

Research Centre

School of Studies in Management

Jiwaji University, Gwalior (M.P)

Declaration by the Candidate

I declare that research report entitled "A Study of Emotional Marketing on Product Perception, Brand Awareness and Purchase Decision" is my own research work, conducted under the supervision of Prof. Umesh Holani, at School of Studies in Management, Jiwaji University, Gwalior (M.P), approved by the University Grants Commission, New Delhi. I have put in the full attendance with the supervisor at the School of Studies in Management, Jiwaji University, Gwalior (M.P).

I further declare that to best of my knowledge, the research report does not contain any part of any work, which has been submitted for the award of any degree, either in this University or in any other University/Deemed University, without proper citation.

7.7.21

Signature of Supervisor

Prof. Umesh Holani

Signature of Candidate

Dr. Lilesh Gautam

Certificate

Certificate of the Supervisor

This is to certify that the work entitled **"A Study of Emotional Marketing on Product Perception, Brand Awareness and Purchase Decision"** is a piece of research work done by Dr. **Lilesh Gautam**, under my supervision, for **Post Doctoral Fellowship to SC/ST Candidates**, University Grant Commission, the research center was School of Studies in Management, Jiwaji University, Gwalior (M.P), India. The candidate has put in full attendance with us. To the best of our knowledge and belief, the research report:

1. Embodies the work of the candidate himself,
2. Has duly been completed,
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4. Is up to the standard in respect of both contents and language.

Place : Gwalior

Signature of Supervisor

Date : 7.7.21

Prof. Umesh Holani
School of Commerce and Business Studies
Jiwaji University, Gwalior (M.P)

Forwarded

Head, 7.7.21
School of Studies in Management,
Jiwaji University, Gwalior (M.P)

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The present research report entitled **"A Study of Emotional Marketing on Product Perception, Brand Awareness and Purchase Decision"** is the outcome of the research done by myself under the supervision and guidance of **Prof. Umesh Holani,** Head & Chairman, School of Commerce and Business Studies, Jiwaji University, Gwalior (M.P). I, express my deep sense of gratitude and honour to him for his keen interest, kind attitude, research oriented guidance and constant inspiration. Only because of his great inspiration, suggestion and care I am able to complete my research report.

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Chapter I- Introduction

1.1 Introduction

The Marketing strategy in an organization is changing with the rapid progress of technology and globalization. The intellectual aspects have been replaced by the emotional aspects in humans. Emotions are an extremely important aspect of human life in the last few decades and fundamental research on emotions has produced various discoveries, which have given rise to important real-world applications. The emotional dimension has also become an important factor with which organizations are forced to. Nowadays, emotional factors are important as classic functional aspects of customer purchasing behavior. Enterprises seek to establish an emotional channel of trust and mutual cooperation with the customer. Nowadays, the most important aspect on product sales is the relationship that the consumer establishes with the brand and the feelings that the product / service communicates.

In luxury goods, emotional aspects such as brand, exclusivity, and reputation are more important than rational aspects such as technical, functional, or price. In this case the customer is happy to buy a product, although very expensive. It is interesting to analyze and process business goals, these emotions, and extract them from any form. The emotion technique is an important component of artificial intelligence (Olivier P. and Wallace J., 2009).

Nowadays, in the marketing field, a new concept of marketing is emerging, emotional marketing. Emotional marketing studies how to arouse emotions in people to purchase a particular product / service. Recent studies have shown that purchasing choices and decisions are the result of careful analysis of rational and emotional aspects. The psychological literature acknowledges that emotional conditions are affected at every stage of decision making in purchasing processes. Emotions play an important role in any kind of social or professional decision. Emotions are manifested in verbal, facial and literal expressions.

In the post-modern era, the market is being bombarded with products of many specialties and every market wants to make a place in the heart of the customer. Days are gone when tangible aspects of product attributes could affect the consumer's mind. Marketers find it difficult to differentiate their product based on position and characteristics. It is often said

that "emotion stimulates the mind 3000 times faster than rational thought". Feelings govern our behavior; the world is inspired by emotions. Capturing the mind (through traditional marketing) is one thing, capturing the heart is quite different. Some marketers believe that by providing value-added products to customers they will be able to close the deal but they fail miserably, as it does not work every time. Customers do not always behave as a calculating machine. They breathe, cry, enjoy and have a heart that drives with emotion, they are always attracted to the products that make them feel and they become emotionally attuned to the product. Eventually marketers felt that to sell the product and make it acceptable to the audience, they needed to understand the key emotions that connect the audience with the products. Therefore, a new model in marketing came and is known as emotional marketing.

Emotions play a very important role in our lives. They enrich our waking moments with a pleasant or an unpleasant quality. Cacioppo writes that "Emotions guide, enrich a prosperous life; they impart meaning to everyday existence; they present the valuation placed on life and property". Some shopping is done by consumers for "fun and pleasure of use". Sometimes the feeling of "joy of use" has all the implications. The process of emotion Knowledge, that is, how emotions are developed, can enhance our understanding that makes us enjoy interacting with computers, as with any other type of product.

In this rapidly changing world, emotional factors are important as classic functional aspects of customer purchasing behavior. Enterprises seek to establish an emotional channel of trust and mutual cooperation with the customer. Nowadays, the most important aspect when selling a product is the relationship that the consumer establishes with the brand and the feelings that the product / service communicates.

1.2 Emotions

Izard (1977) defines emotions as:

- “The experience or conscious feeling of emotion”
- “The processes that occurs in the brain and nervous system”
- “The observable expressive patterns of emotions (particularly on the face)”

Emotions are multidimensional feelings that reflect information about consumers' relationships with their social and physical surroundings, as well as their interpretation of

these relationships (Lambie JA, Marcel AJ, Smith CA, Ellsworth PC). Each distinct or discrete emotion is associated with a profile of cognitive evaluation called appraisal. Initial research on specific emotions was to identify and classify emotional appraisals. Smith and Ellsworth classified cognitive appraisal along six dimensions as fifteen common specific emotions (i.e., pleasantness, fixity, self-responsibility, anticipatory effort, attention, and situational control). The more recently developed appraisal trend (ATF) suggests that appraisals associated with the experience of a specific emotion can 'move forward' by combining the views of other individuals with pre-determined appraisals. For example, fear is an emotion resulting from the evaluation of low personal control over an unpleasant event while anger is associated with high personal control.

Based on the source of consumers' emotional experiences and its relation to the decision at hand, emotional effects are classified into two broad categories: integral emotions and contingent emotions. Integral emotions are experienced when marketers embed emotions in marketing stimuli or contexts intended to influence a particular decision. Contingent emotions arise from sources that are unrelated to a particular decision, yet they have an effect on that subsequent decision.

Each person is subject to certain emotions on various occasions in his life. These occasions represent some events that may be sudden or unexpected issues that have occurred in their personal and professional lives. A person’s emotion represents experienced feelings coming from his or her point of view. These feelings can sometimes elevate a person's life. It also makes a person to behave in an unusual way. Positive feelings of a salesperson add values to the organization.

Ashforth and Humphrey (1993), state that emotion is the most natural performance a human being has. The most common and popular positive feelings and negative feelings are the following:

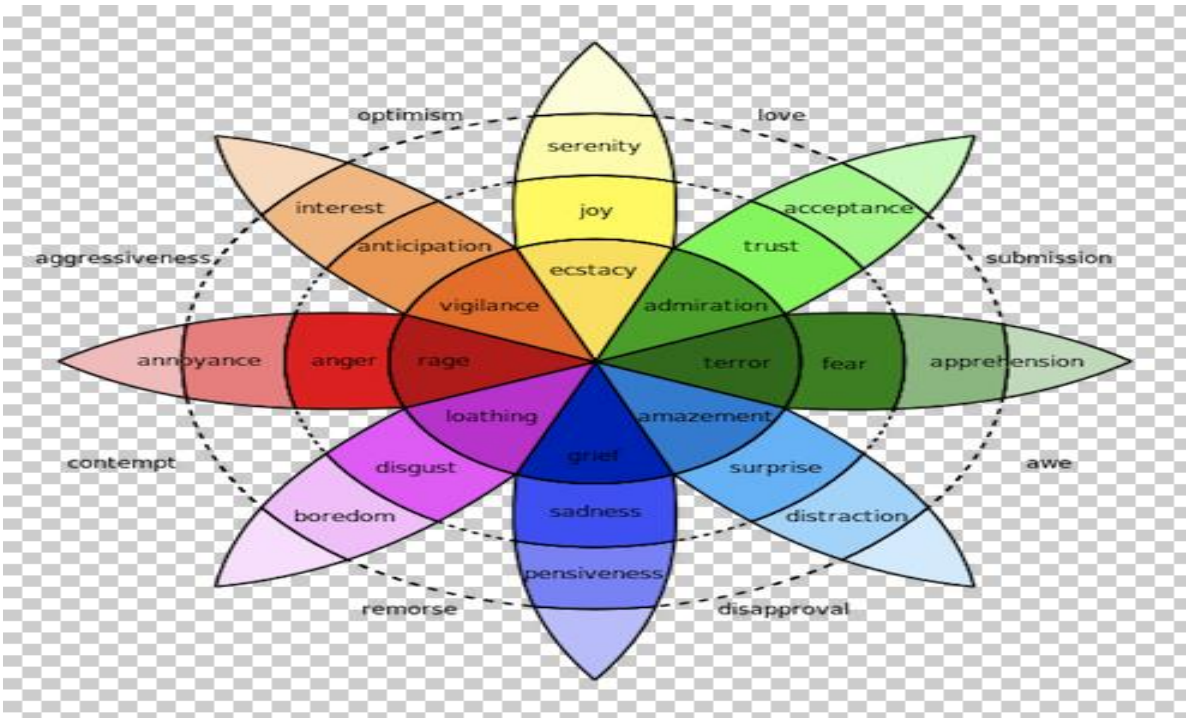
Positive Emotions are interest, joy and surprise and can be seen in any working environment. Negative emotions are anger, shame, guilt, disgust, hostility, anger, sad, contempt etc. In a simple concept, emotions are the expression of feelings of a person. The emotions if not properly managed will bring negative consequences to an individual’s work life. The emotional feelings are always linked with the discrete, moderately interlinked maps of the body feelings which could be the core aspect of the emotional experience.

The increasing importance of emotional needs in a consumption environment is expressed as a basic condition, which naturally calls for defining a new emotional marketing concept. The key assumptions for the formation of the new marketing concept have been tested from the aspect of social values of contemporary society, as the values allow identifying the "real" incentive of the individual on the market with the chosen company or with its product brands.

1.2.1 The Science of Emotion in Marketing

Every day it seems like we feel hundreds of different emotions every response is specific to the physical and social situations we find ourselves in. According to science, it's not that complicated by a long shot. A new study says we're really only capable of four "basic" emotions: Happy, Sad, Afraid/Surprised, and Angry/Disgusted. But much like the "mother sauces" of cooking allow you to make pretty much any kind of food under the sun, these four "mother emotions" meld together in myriad ways in our brains to create our layered emotional stews. Robert Plutchik famous "wheel of emotions" shows just some of the well-known emotional layers.

Figure No. 1.1 Robert Plutchik famous "wheel of emotions"



In this above-mentioned Figure, we'll take a close look at each of the four emotions, how they form in the brain and the way they can motivate us to surprising actions.

1. Happiness makes us want to share: Psychoanalyst Donald Winnicott's finds that our first emotional action in life is to respond to our mother's smile with our own smile. Obviously, happiness and joy are hard for all of us. The left pre-frontal cortex of the brain is where joyful optimism and resilience reside. A study in the Labor for Affective Neuroscience looked at Buddhist monks and found that the left prefrontal lobe of their brains entered a blissful state of meditation. Winnicott's discovery of a child's "social smile" also tells us that sharing increases pleasure. No wonder, then, that happiness is the main driver for social media sharing. Layered with and emotions related to happiness make up the majority of this list of the top drivers of viral content as studied by Fract.

Table No. 1.1 List of Top 10 Emotions

S.No	**Types of Emotions**
1	Amusement
2	Interest
3	Surprised
4	Happiness
5	Delight
6	Pleasure
7	Joy
8	Hope
9	Affection
10	Excitement

(Table Source: Dr. P. Deshwal, 2015)

2. Sadness helps us to connect and empathize: The emotions of sadness and sorrow light up many of the same regions of the brain as happiness. But when the brain feels sadness, it also produces particular neuro chemicals. A study by Paul Zak specifically looked at two interesting people. Zak studies that participants watch a short, tragic story about a boy with cancer. As they experienced the story, participants produced cortisol, known as the "stress hormone"; and oxytocin, a hormone that promotes connection and empathy. Later, those who produced the most oxytocin were the most likely to give money to others they could not see. Zak believes that the ability of oxytocin helps us make sense and empathy can also make us more generous and trustworthy. In a separate study, participants under the influence of oxytocin gave more money to charity than those not exposed to the chemical. This research suggests that advertisers use images that cause our brains to release oxytocin to instill confidence in a product or brand, and therefore increase its sales.

3. Fear/Surprise make us desperate for something to cling to: The emotion of fear is mostly controlled by a small, almond-shaped structure in the brain called the amygdala The amygdala helps us determine the significance of any scary event and decides how we respond (fight or flight). But fear can also lead to another reaction that may be particularly interesting to marketers. "People face fear of bonding with other people. When watching a horror film they look at each other and say oh my God! And their relationship is enhanced," says study author Lee Dunn. But, in the absence of friends, our study suggests that consumers will cultivate an emotional attachment to a brand that is on hand.

4. Anger/Disgust make us more stubborn*:* The hypothalamus is responsible for anger, along with a lot of other base level needs like hunger, thirst, response to pain and sexual satisfaction and while anger can lead to other emotions like aggression.

1.2.2 Ways of Emotion Manifestations

We can consider different ways of emotional expressions: facial, vocal and textual.

Facial Expressions: Facial expressions can be captured through facial features. There are two types of facial expression features: transient (wrinkles and bulges) and intransient (mouth, eyes and eyebrows). The feature points of a face, for recognizing facial expression, are located at eyebrows, eyelids, cheeks, lips, chin and forehead.

Vocal Expressions: In the case of voice analysis, the parameters considered are usually volume, speed, speech regularity. The vocal expression is also strongly influenced by the mood of the speaker, context and culture.

Textual Expressions: Recent research has shown that text is an important tool for detecting emotional aspects. Textual information is a communication medium rich in emotion that can be gathered from many sources, such as books, newspapers, web pages, e-mail messages, etc. Nowadays, the use of textual channels in virtual communities done in profound way (drivers of drivers) social emotions). Many customers express their opinion on the product / service through web 2.0 tools (forums, chat, blogs). When the customer writes his review, he transmits the emotions in the message that he feels before and after purchasing the product. Therefore from the point of view of the enterprise, it is important to understand what emotional coefficients the customer has for a particular product / Inspire to choose service.

1.2.3 Emotions in the Purchasing Process

The emotions that customers express in the purchasing process are as follows: -

Emotions: Emotions represent another form of language universally spoken and understood. An emotion is a mental and physiological state associated with a wide variety of feelings, thoughts, and internal (physical) or external (social) behaviors. An emotion is a psychological arousal with cognitive aspects that depends on the specific context. Emotion is a process, in which the perception of a set of stimuli, allows a cognitive assessment that enables people to label and identify a particular emotional state. Emotions are important in social behavior and to stimulate cognitive processes for strategies making.

Customer Emotions: In a saturated market, desires are more important than needs and thus state of mind, emotions, empathy become dominant. Apart from quality and price, the consumer wants trust, love, dreams (intangible factors). Emotion becomes more important with the emergence of the principle of consumer pleasure. Emotions are a specific element that must be added to enhance the base supply of a product / service and are specifically designed and managed with rigor and ethical sense. The consumer does not look for a product / service that satisfies both needs and rational processes, but for an object that becomes a source of symbolic meanings, psychological and cultural, feelings,

relationships, and emotions. Customers' purchasing decisions are driven by two types of needs: functional needs satisfied with the functions of the product and emotional needs associated with the psychological aspects of product ownership. Products should evoke emotion, but also show good functionality. Nowadays, products from different companies are the same; it is necessary to diversify them among other factors.

Emotional Intelligence*:* Emotional intelligence is a form of intelligence non-relational, related to ability and emotional emotions. We then use it consciously and rationally; It is a form of intelligence, non-reasoning, but with a strong emotional charge.

Emotional Marketing*:* The use of emotional marketing as a strategy for relational marketing ensures a deep and personal relationship with both customers acquired on the emotional aspect and retention of a competitive position on the market. Nowadays it is not a product to be sold, as there is a wide choice for each category, but the focus is the relationship that the consumer establishes with the brand and with the emotions that the product communicates. Brands become centers of emotional energy, creating better relationships with potential consumers, in which they have to tell stories that integrate enthusiasm (emotional brands) and communication, quality, tradition, identity (brand sensitivity). Emotional marketing answers questions such as "What are shoppers' attitudes, behaviors, preferences, and feelings?", Can we measure our emotions before and after shopping? "," How do consumers' minds react when it is stimulated by advertising, publicity, while they are in a supermarket or navigating an e-commerce site? ". To stimulate emotions in the enterprise, the customer, use multimedia channels. A person can be receptive to graphs, texts, listening or video stimuli. In many cases it is important to keep some of the smells or music inside the store . Fragrance is a powerful media for their ability to print long-term in memory. For real estate agents, the aroma of coffee or cake in the oven is important for showing and selling apartments; these smells are "childhood", "motherhood". Activates positive emotions related to concepts like. The department sprays the perfume of the area to slow down customers' purchases. Even music is strongly associated with emotions and its utility for commercial purposes is well known. One of the first goals in emotional marketing is to identify the type of experience that emphasizes building the best product and empathy between the company and the customer, such as increasing consumer involvement and perceived discrimination.

1.2.4 Emotional Appeal/ Transformational Appeal

Emotional appeal is the type of advertisement in which one's advertisement is designed to arouse one's feelings rather than a practical or impractical type of understanding. It is related to customer's social and / or psychological needs to purchase a product or service. This appeal is very effective because many consumers are passionate about making emotional decisions. Many advertisers believe that an emotional appeal works better in selling brands that are indistinguishable from competing brands. India is a very emotional country. Therefore, a heart touching commercial will definitely help in convincing the target audience to buy that particular product.

In this appeal the advertiser tries to arouse positive and negative emotions related to the social and psychological need of the customer which can motivate the purchase of the product and services. Emotions also affect the consumer's memory when a state of mind is aroused or agitated then it motivates the consumer to buy the product (Chunnavalla et.al 1998). Therefore emotional appeals are also known as transformational appeals because they change consumers' sentiment towards the advertising product.

For instance, The Procter and Gamble Company (P&G) advertises Tide as a product that consumers can develop an emotional relationship with and hence induce better loyalty (Berner, 2006). P&G plan was to communicate that Tide takes care of the laundry which is a very important household task for consumers who welcome extra time to focus on the rest of their lives. This positioning of laundry detergents by P&G is just an example of how marketers try to build long-term customer loyalty with their targets through an emotional rather than a reason-based relationship.

According to Business dictionary "An emotional appeal is Promotional activity aimed at highlighting emotional factors (such as looks, status value, popularity) of a product, instead of the logical or practical factors." According to All Business Networks "Emotional appeal type of advertising in which the copy is designed to stimulate one's emotions, rather than one's sense of the practical or impractical. When copywriters use emotional appeal in advertising, they are attempting to appeal to the consumer's psychological, social, or emotional needs. The copy is written to arouse fear, love, hate, greed, sexual desire, or humor, or otherwise create psychological tension that can best be resolved by purchase of the product or service*."* From the above definition it can said that when marketers use emotional factors like family values, joy, surprise, anger, trust to

promote their products instead of focusing on product features and specifications the appealing used is called emotional appeal. In creating emotional appeal marketers focus mainly on things that directly relates to a consumer's needs, interests, aspirations and his emotional state.

Emotional appeal is different from rational appeal in the sense that emotional appeal seeks symbolic relationships between products and activities which consumers carry out by communicating through design, music and tonality while in rational appeal focus is on logical relationships like products" features and specifications. Linking positive emotions to your brand create positive image of your brand in consumers mind and in turn creates goodwill towards the brand. Generally, a non-profit organization mostly uses emotional appeal because it wants to make a deep connect with its audience because it seeks response from the masses.

1.2.5 Types of Emotional Appeal

As mentioned by Maslow, many needs and associated feelings serve as the basis for advertising appeal to influence consumer on emotional level. The appeal can focus on Psychological states or feeling. The bases for the Emotional Appeal are:

Table No. 1.2 Bases of Emotional Appeal

Personal Bases of Feeling	**Social Bases of Feeling**
• Safety, Security • Love & Affection • Joy, Happiness • Sentiment Excitement Achievement • Ambition	• Recognition • Respect, Status • Embarrassment, Rejection • Affiliation & Belonging • Acceptance

Source: Stella Kara Serb (2015)

Some of the Important Emotional Appeals that are used in TV Commercials

1. Love and Sentiments Appeal- In this appeal the advertiser associated the advertisement with a close and happy life situation. It is found that such an appeal is used

in baby products, pet products, food items, cameras, greeting cards, etc. Such as: Johnson Baby Care Products, Dairy Milk, ICICI Prudential, Dairy Milk, Vadilal Ice Cream, Cornetto Ice Cream.

2. Laughter, Joy and Happiness- This is one of the most popular appeals used in many of the TV advertisements. In this advertisement, the advertiser tries to portray a feeling of joy and happiness through his act so that it becomes easier for the audience to remember the product at the time of purchase. Brands want to be associated with smiles, laughter, happy customers and positivity so that it can increase sharing and engagement. Such as: Vodafone, Alpenliebe, Kurkure and Cinthol Soap.

3. Attitude- In this appeal the advertiser's tries to portraits the ego and hero appeal in the advertisement. **Ego appeal** focuses on the desire for status in the society. It is basically used for comfort items, luxury items, big ticket Credit cards, luxury cars, designer clothing. Eg: Nissan Car, Raymond's etc. **Hero worship appeal**s are those appeal in which advertiser uses the athletes, celebrities' attitude towards the product so that consumer can feel like a hero when he/she uses the products. Eg: Bournvita Ad by Sachin Tendulkar, Lux, Yardly, Pepsi ad by Mahindra Singh Dhoni.

4. Anger, Jealousy, Envy and Obsession- After the era of tragedies and raging hearts, where positive emotions such as happiness, love, compassion and happiness were the predominant moods, ad makers are now beginning to focus on the negative palette of human feelings. Most people think it is best to avoid anger - it is a negative emotion that will lead to negative associations. But in some cases, anger can wake people up and take action. We become angry when we see another person hurt or wronged. Hatred and despair can prompt us to rethink our point of view and ask important questions. Advertisers use anger appeals to change the perception and attitude of customers towards their product. The appeal of jealousy is mostly used so that viewers realize the importance of not having that product in their lives. This appeal is mostly used with humor so that it does not have a bad effect on the minds of the viewers. Such as: Reliance Mobile, Scooty Pep, Fair n handsome cream for men, wheel powder etc.

5. Sex Appeal - Sex appeals capture attention, but seldom promote product consumption. Effective sex appeal ads convey a specific message to the target demographic group. **Beer advertisers** often use sex appeal to promote their product to men. The typical scene involves several young, average-looking men in a bar. The men purchase the beer and

gain the attention of an attractive young woman. **Fragrance products** use sex appeal to convey romance to women by indicating the use of the product will help her find the man of her dreams. Generally done by showing the woman spraying the fragrance and then capturing the attention of an attractive male who passes her on the street. Overly overt images subtract from the overall message the advertiser wants to convey. Eg: In Axe Deodorant Ad is showing the man who is using this deodorant get attracted to them.

6. Sad Appeal – Sad appeal mostly occurs in advertisements where advertisers want to highlight some social deficiencies and problems. Advertisement related to Save the Girl Child. These types of appeals are used in times of floods, in which advertisers use tragic emotional feelings and persuade us to help people by simply donating them to preventive care in order to obtain food and survive. Another example is the government advertising to save petrol and other non-renewable resources.

7. Bandwagon Appeal - A bandwagon appeal makes consumers believe they are missing out by addressing the consumer's need to belong. Food and drink ads show hip among young adults enjoying a product and ignoring the individual who chooses the less popular product. Eg; Lifebouy Hand wash. Automobile dealers and cell phone (Oppo mobile phone) providers give sales and user statistics to indicate why their product is the more preferred. This type of message says buy this product because everyone does. If done correctly, the consumer will purchase the product. Bandwagon appeals can backfire in that the consumer's desire to fit in can conflict with the ability to make a rational decision.

8. Fear Appeal- Fears have the facility to stop impact. In which facilitation means the motivation to move closer to something / avoidance and prohibition means to discourage getting closer to / avoiding something. Some examples of Fear appeal are: Saffola cooking oil, this advertisement reflects the fear that if you do not opt for good cooking oils it will harm your health and may even result in a heart attack. HDFC Children's Plan In an advertisement showing the advertiser that if you do not take an insurance policy on time, it will affect the future of the child. There are other advertisements such as Rexona Deodorant, Mosquito Repelite. These above appeals are being used by the advertiser in their TV advertisements. But after watching advertisements in TV channels, I came to the conclusion that different emotions are being added to an advertisement to make the advertisements effective.

1.3 Purchase Decision

Purchasing behavior is the decision process and function of the people involved in buying and using products. Consumer behavior is defined as the study of purchasing units and exchange processes involved in the acquisition, consumption, and disposal of goods, services, experiences, and ideas. Consumer behavior can be defined as the behaviors that consumers display in the search, purchase, use, evaluation, and disposal of products and services that they expect that will meet their needs. It is an interdisciplinary science that includes psychology, sociology, social psychology, cultural anthropology, and economic concepts.

1.3.1 Emotional Advertising

To influence consumer attitude and behavior, advertising is a popular marketing tool. Advertising is done to capture the consumers' attention about a particular product or service and the attitude and feelings of the influencers. As people grow, they devote a more dynamic part to dedicating and managing more assets. Advertising has an asset for replies. In consumer research, emotions have an important role in decision making. As emotional advertising is considered to be the most effective, so that the consumer will eventually react emotionally.

1.3.2 Relevance of Emotions to Purchases

The relevance of emotions with purchase can be ascertained with the emergence of marketing. Emotions are one of the major drivers of procurement and their engagement with purchase increases manifold with the variety of the product and the similarity resulting from cut throat competition. It is a well-established fact that more products are growing in terms of market equality; more consumers are linking their purchases with emotions to justify product selection. Therefore, it is a matter of much research as to what are those underlying emotions that allow consumers to choose one brand's product over another. There can be various answers to this or it can also be said that consumers choose things out of habit as they have been using it for a long time. Some research attributed the purchase decision to the brand's positions in the market. In the case of FMCG procurement, the role of emotions increases manifold as this section contains a wide variety of products which differ in terms of their use. In addition, one of the most

important factors associated with this category is the high purchase frequency which makes it one of the most favorable segments to contain consumer sentiments.

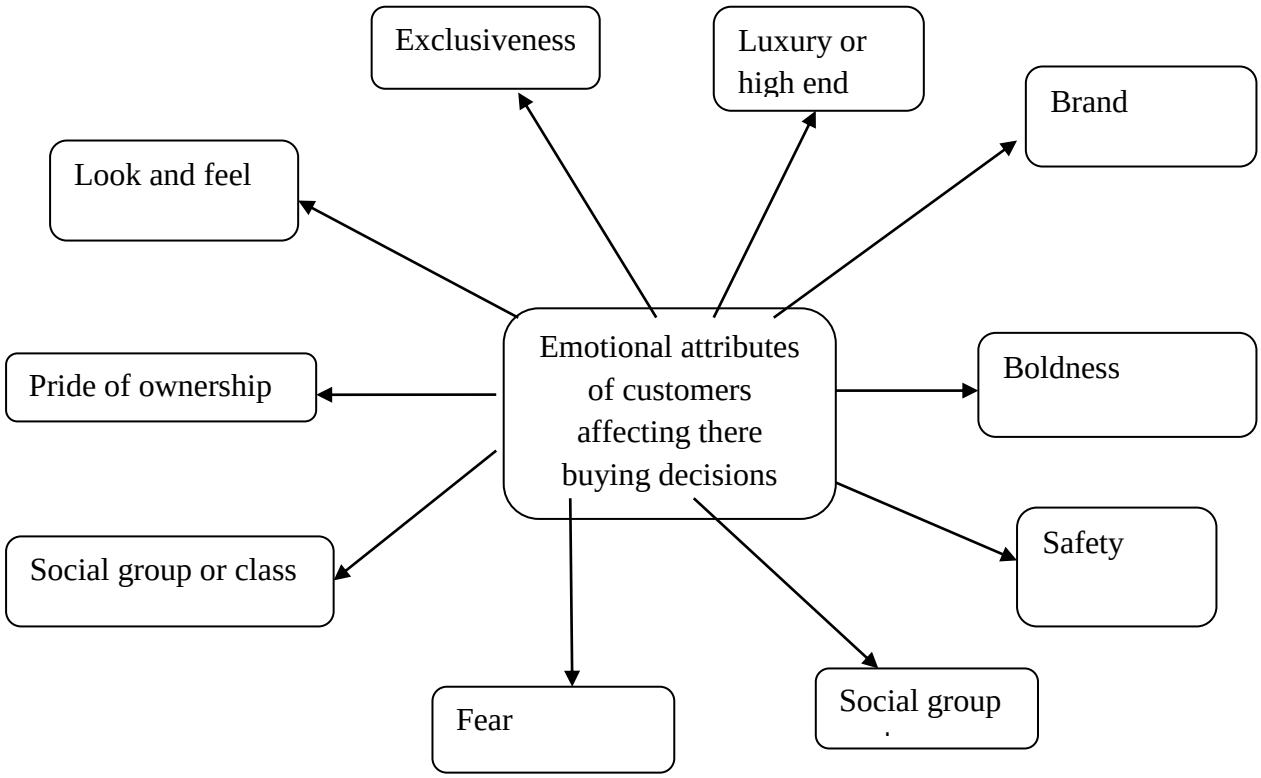
The purpose of consumer purchase of products and services is either to experience an emotional state or to achieve emotional goals. The main purpose of consumers' use of products revolves around the objective either creating a feeling of pleasant sensation through purchase or through the senses and eliciting emotional arousal. There are varieties of product purchases that have negligible or very small functional values; but even then these products are purchased purely for their ability to arouse emotion.

This emotional thread therefore establishes an emotional connection, connecting the purchase and the consumer. Therefore, it is considered the most powerful way to connect the consumer to future purchases and is a great tool in the hands of marketers to demonstrate the value of a product or service. This emotional connection between consumer and purchase is the degree to which consumers care about their purchase and its rational characteristics. This association is more inclined towards psychological grounds than being logical and is apparently unconscious rather than conscious. In short, it can be said that emotional connection is the main contributor to a strong success.

1.3.3 Emotions as Tool in Customer Satisfaction

Emotions are most important in defining the level of satisfaction or dissatisfaction with the products or services purchased. A positive feeling associated with a purchase not only means customer satisfaction, but is also associated with a progressive position of consumers towards products and services that recall with their evaluation on a better side. It is a well-established fact that consumers try to elicit positive emotions from shopping, but it is not always possible to get similar results from similar processes and sometimes consumers feel slightly negative after shopping. A film without a happy ending and a newly purchased product with advanced features that are beyond the consumer's grasp are examples of such purchase encounters. Feelings of happiness, pride and love will result in satisfaction; and feelings of grief, distress, and fear will lead consumers to dissatisfaction.

Figure No. 1.2 Consumer Buying Behavior in Emotional Marketing



1.4 Brand

American Marketing Association says" A brand is a name, term, symbol or special design, or some combination of these elements, that is intended to identify goods or services of one seller or a group of sellers. A brand differentiates one seller's products or services from those to competitors." A brand is a exclusive and identifiable emblem, association, title or trademark which serves to differentiate vying goods or services. Both a personal and emotional trigger to create a relationship between buyers and the product/service. An emblem is certain thing that inhabits in your head. It's a pledge that connections a merchandise or service to a consumer. Whether phrases, or images, or strong feelings, or any blend of the three, emblems are mental associations that get mixed up when you think about or discover about a specific car or camera, watch, two of jeans, bank, beverage, TV network, association, celebrity, or even country.

1.4.1 Brand Name

Brand name is a child of advertisement and the Trademark is the legal guardian of a brand name. Brand name is a part of brand consisting of a work, letter group of words or

letters compressing a name which is intended to identify the goods or services of a seller of a group of seller and to differentiate them from those of competitors. American marketing Association defines, a brand name consists of words, letter and a number, which may be vocalized or pronounced.

1.4.2 Branding

Branding is the management process by which a product is branded. It is a general term covering various activities such as giving a brand name to a product designing a brand mark, and establishing and popularizing it for a company that decides on individual brand name the next problem is find a distinctive name around which to be a marketing program.

Branding is furthermore a way to build an significant business asset, which is a good reputation. If a business has no reputation, or a less than outstanding status, branding can help change that. Branding can build an anticipation about the business services or goods, and can boost the business to sustain that expectation, or exceed them, conveying better goods and services to the market location. Branding helps the brand owner to establish his own price, which cannot easily be compared with prices for competing goods.

1.4.3 Types of Branding

Kapferer (2003) has identified six basic branding strategies as given below.

Product Branding: Firms that are ready to take risks in new markets have adapted this strategy to their innovative needs. A particular name is assigned to one and only product with one exclusive positioning. Procter & Gamble follows product branding. Ariel and Tide are examples of product branding from this successful company.

Line Branding: Company offers one coherent product under a single name and then proposes many complementary products. An example would be, Shelton offering Old spice shaving cream, after- shave lotion in different variants.

Range Branding: The brands bestow a single brand name and promote vide a single promise a range of products all belonging to the same area of competence. Eg: Johnson & Johnson covers different baby care products.

Umbrella Branding: The same brand supports several products in different markets. Sony, Philips, Onida, Whirlpool**,** LG, Samsung, Palmolive are all examples of successful companies adopting umbrella branding.

Source Branding: This is similar to the umbrella brand strategy but the products are directly named. Nestle puts its name on Magi noodles, Munch, Milky bar, Kit-Kat, Nescafe, etc. Here the corporate brand endorses the quality of the products and acts as a guarantor. But the corporate name takes a slightly inferior position and it is the individual brand names which are more prominent and become successful brands. However, the brand extension of the source brand is limited to the parent brand's field of activity.

Endorsement Branding: The endorsing brand approves a wide variety of products grouped under product brands, line brands or range brands. Endorsing brand is responsible for the guarantee. The products are autonomous and they have only the endorsing brand in common. Glaxo, General Motors, TATA are few corporate which endorse their name or logos on the endorsed brands. Corporate firms engage in one of the above strategies or sometimes follow mixed branding strategies. Companies, which adopted product branding for years, have started pronouncing their corporate name loudly as in the case of Procter & Gamble and Hindustan Unilever. Co- branding is another strategy followed by some companies. The companies entering into co-branding are mutually benefited. Strength of one company is utilized by the other company and vice-versa. Coca-Cola and Parle joined after the re-entry of Coca-Cola in India.

Chapter II- Review of Literature

2.1 Reviews on Emotions

Descartes (1989) since Aristotle, several attempts have been made to emphasize sentimental. Emotions for Descartes were a series of automatisms and human behaviors distinct from cognitive processes. Descartes is known not only for the dualism between soul and body, between mind and brain, but also for the separation between reason and emotion. With Enlightenment many philosophers considered emotions inside materialism of behavior as something that draws humans to animals.

After Descartes, the most studies on emotions have been done by Darwin, Ekman, Damasio, and Goleman. Emotions are also linked to physical aspects. Emotion is also crying, breathe more deeply, sweating, etc. Darwin divides emotions into their basic aspects, expressions and meanings. Darwin was the first author to study emotional development of infants and children. In the beginning, feelings may be more or less in different. The infant may only feel pleasure or pain, good or bad, but later, in development, emotions become increasingly sophisticated and they refer to internal states of mind.

Darwin states in the book "Manifestations of Emotions in Humans and Animals" that animal also feel emotions: they have neural circuits, reactions, and human equal behavior. According to Osgod, an emotion consists of a group of stages: stimulation (neural and chemical changes), evaluation and readiness for action. The way of Emotional stimuli is from the thalamus to the associative cortex, where they are processed in a slower but more sophisticated manner. Two factors that emerge permanently are related to the signs of pleasure and pain, and to positive and negative emotions, respectively.

According to Pluchik basic emotions are eight, divided into four pairs: anger and fear, sadness and happiness, surprise and waiting, hatred and acceptance. The Zamunar considers following to be the core emotion: bliss, love, peace, compassion, worry, boredom, sadness, surprise, fear, and anger.

Bindu et al. in their model of emotions recognition from facial expressions, have classified 22 emotions: Happy, Pride, Enthusiasm, Joy, Love, Tenderness, Ecstasy, Lust, Surprise, Conformity, Boredom, Indifference, Disgust, Fear, Revenge, Rage, Sadness,

Hate, Grief, Shame, Sorrow, Anger. From these primary emotions it is possible arise others complex emotions: cheer, shame, anxiety, resignation, jealousy, hope, forgiveness, offense, nostalgia, remorse and disappointment. Bindu et al in his study categorized 22 emotions as: Happy, pride, ecstasy, happiness, love, tenderness, ecstasy, lust, surprise, conformity, boredom, apathy, hatred, fear, revenge, anger, Sadness, hatred, sorrow, shame, sorrow, anger.

Paul Ekman (1982) considered six basic emotions: fear, anger, sadness, surprise, happiness, disgust. Ekman stated that basic emotions are universally expressed, in similar ways, in any place, time, and culture. Ekman analyze has confirmed that an important feature of basic emotions is that they are universally expressed, by everybody in any place, time and culture, through similar methods. Ekman analyzed how facial expressions respond by involving the same type of facial muscles and regardless of latitude, culture, and ethnicity. This study was supported by experiments conducted with individuals from Papua New Guinea who still live in a primitive manner. Daniel Goleman is one of the leading experts in the world of emotional intelligence. Goleman, in his experiments, noted the success of people without a great cognitive intelligence of logical-mathematical type, but with a strong emotional sensitivity.

Finman (1993) reported that many professional employees pay for their skills in emotion management. Disappointment, fear, attraction, love, rebellion, has interfered in the professional life of the employees. The researchers also point out that in many organizations those employees are taught emotional management. In his study, he found that activists cannot survive in an organization without managing emotions.

Johnstine & Scherer (1995) conducted a study that focused on the relationship of various dimensions of emotions with demographic characteristics such as a person's age, gender, educational qualifications, his / her life needs, and the person's happiness in fulfilling trust. The results of the study suggest that the adult female scored lower on antitrust than the adult male, and females scored higher on sadness. Scores on hostility, sadness, and unreserved varying respondents' different age levels. Non-religious employees scored lower on depression than religious employees. The study also found that aggression and depression were negatively associated with happiness in meeting the needs of a person's life.

Krishnan and Olshavsky (1995) in his study presented a model of satisfaction that resolves emotions into consumption-based and appraisal-based responses. Martin et.al (2006) recognized the role of emotions in the analysis of client satisfaction and future behavioural intent. Results of the study found that emotionally gratifying are a better predictor of future behavioral intentions than cognitive measures of satisfaction. Laos and Steenkamp (2005) concluded that despite different methods of measuring emotions, positive and negative affect are often employed as general dimensions of emotion.

Fisher (1998) concentrated on the relationship between moods and emotions on work satisfaction. The study found that the negative and positive dimensions of emotions will bring separate contributions to employee job satisfaction. The incidence of real positive and negative emotions is a greater analyst of satisfaction than the strength of positive emotional dimensions. The researcher had collected data on employees' moods and emotions by observing them for two weeks. Active and passive work-related emotions of instantaneous origin are correlated with the overall measures of job satisfaction. The study concluded that when an employee experiences less negative emotions such as anger, sorrow, contempt, disgust, etc. and more positive feelings such as joy, happiness, happiness, than the higher work satisfaction will occur.

Allen and Meta (2000) emphasize that fear appeal is useful for thinking or acting in a certain way. The results of the study stated that fear acts as a great influencer as long as the person feels they are capable of protecting themselves.

Ching (2010) found that consumers feel more enjoyment and increased liking for the market when there is a close mismatch between consumers' emotional receptivity and the level of emotional intensity displayed by the market. Hanson et.al (2006) suggested that emotions may play a role on their own, similar to the way they are considered in traditional consumer choice behavior theory. Carotene & Leslie (2004) asserted that organizational buyers can be influenced by both rational and emotional brand values and B2B brands can easily surpass functional abilities to form emotional relationships with buyers.

Domenico Consoli (2010) studied emotional measurement techniques in his research. After examining the emotions that affect customers' purchasing and emotional marketing techniques, the paper outlines technical measurements from either emotional or facial expressions. Emotions, such as product / service functionality, influence the brand

decision-making processes of a customer's purchase. After examining the emotions that affect customers' shopping and emotional marketing techniques, the paper outlines technical measurements of emotions with either text or facial expressions. These measurements are very important for understanding the motivation of customers for the enterprise.

Pandey et.al (2012) emphasized that emotion can be used as a strategic initiative to build a successful brand. It was found that function and rational appeal can be understood as a consumer's concern for its purchase, but emotional appeal is the most effective way to create a positive attitude for the consumers. It has also been revealed that customers develop emotional engagement with the brand, with confidence as the foundation of a brand's relationship and passion as the pinnacle.

2.2 Reviews on Emotional Marketing

Tomas Rytel (2010) conducted a study on emotional marketing in the post-modern era. This study provides important assumptions for the development of new theory shifts, emotional marketing as a natural consequence of postmodern (consumer) society due to the increasing need to consume symbolic senses. The symbolic features of exchange goods shape the needs of the contemporary consumer, with the market, having a greater influence on their choice. Emotional exchange factors, influenced by the increasing culture of incinerated symbols, become the dominant feature of exchange in the post-modern era.

Hanzaee and Baghi (2011) analyze the hedonic and utilitarian dimensions of cell phones and laptops. The results of the study found that the intention to buy a cell phone is heavily influenced by the benefits and positive or negative publicity sentiments. But in the case of laptops, it was different and concluded that given the utilitarian benefits, there is no significant difference for consumers of these two products. In their study on shopping feelings, Lee & Yee (2008) found that impulsivity and perceived risk strongly correlated with impulsive buying behavior, whereas consumers' perceived pleasure and arousal predicted their impulsive buying intention.

Mark Staton, Neeru Paharia, Christopher Oveis (2011) in their research explores the impact of feelings of kindness and pride on brands that are seen as strong or weak ("top dog" vs. underdog) on marketing functions, Who are compassion-oriented or pride-

oriented, provoking participants with feelings of compassion show a preference for vulnerable brands; However when they are primed with pride, they show preference for strong top dog brands. Researcher hypothesize that primary compassion will result in preferences for underdog brands over top dog brands and conversely, that primed pride will be preferences for top dog brands. The 2x2 ANOVA revealed a significant interaction of driving emotion and brand status (underdog vs. top dog) on brand preference, $p < .01$. Consistent with our hypotheses, simple effects analyzes revealed that participants motivated to feel compassion favored the underdog brand significantly more than the top dog brand participants. The result shows that compassion and pride can influence attitudes towards "top dog" and "brands.

Dr. Parul Deshwal (2015) studied the role of emotions in his study on emotional marketing when a consumer buys a product and how companies are banking on emotional marketing as a tool to grow their customer base. The study concluded with the fact that product / service functionality such as customers influence the decision-making processes of purchase. Nowadays the customer is very fond of the company brand with which he has a unique emotional experience. Finally, studies show that companies that engage in aggressive marketing as an opportunity to increase their market share in order to maintain aggressive competition can also become a curse if not dealt with properly. Hence it is proved that an effective deployment of emotional marketing can transform the market challenger or market follower into the position of market leader. In the beginning, feelings may be more or less indifferent. The infant may only feel pleasure or pain, good or bad, but later, in development, emotions become increasingly sophisticated and they refer to internal states of mind.

Vishal Soodan, Akhilesh Chandra Pandey (2015) conducted a study on the impact of emotions on consumer buying behavior in the FMCG region of Uttarakhand. Areas of study were Dehradun, Haridwar and Srinagar cities in the state of Uttarakhand in northern India. The study evoked relevant emotions in consumer purchase of FMCG products with the help of factor analysis. Primary data were collected through questionnaires. The questionnaire was given to 249 consumers from selected regions through a cluster sample contributed by 80 respondents from each of the three cities. A total of 357 questionnaires was administered to the respondents and of which only 243 qualified to use the source of primary data. Factors derived from the study suggest that contextual emotions that influence a consumer's purchase include factors in conjunction with different emotional

states. Therefore, it is confirmed by the analysis that the consumer's decision involves a balance of positive and negative emotions. The results confirmed that "shopping feelings are important predictors of impulsive purchase intention" (Li & Yi, 2008). The study concluded that emotions motivate consumers towards purchase.

Nor Hazlin (2016) conduct a study on Perceived Quality and Emotional Price that affects consumer's purchase intention towards American and local products. The purpose of this study is to understand the purchase intent of Malaysian consumers in relation to American versus local products. A total of 270 questionnaires were distributed to students in higher educational institutions which were randomly selected among the total population. The sample is mixed between postgraduate and graduate students and does not include international students; As the study is aimed at comparing American products and local products. All items measured on a 5-point Likert type scale strongly disagree to strongly agree. The data were then analyzed using descriptive, reliability, and correlation analysis. The result shows a moderately significant relationship between perceived quality and emotional value towards purchase intention. Results suggest that perceived quality is an important predictor of Malaysian consumers in the purchasing process for both American and local products. Both hypotheses indicate whether it is an imported product or a local product. Meanwhile, sentimental value is considered an important predictor of Malaysian consumers who purchase intentions for both American and local products. This finding supports a previous study that found that emotional values support Indian consumers' purchase intentions in both American and local contexts.

Maria Shahid, Atif Bilal and Faiza Majid (2016) conducted a study to explore the effect of emotional advertising on consumer purchase intention. This research focuses on examining the impact of emotional advertising on consumer purchase intentions and examining how emotional advertising (producing positive and negative feelings towards the product) influences consumers to purchase intentions and consumer buying a product. How do we manage our emotions. The instrument used for data collection was a survey questionnaire consisting of structured close ended questions. The population of the paper was female students from various universities like Islamabad, Pakistan such as IQRA University, International Islamic University and SZABIST. The sample size of the study was 307 respondents and convenience sampling techniques were used to identify the respondents. Regression analysis was performed to determine the moderating results of consumer sentiment management. The result shows that the effect of consumer sentiment

management is statistically significant and shows that it is fully liberal between emotional advertising and consumer buying intentions. The results also indicate that female consumers with a strong positive attitude towards the brand will see a higher level of involvement to purchase it.

Dr. Rahul Bishen (2018) in his study on emotional marketing studies, described how arousing emotions in people successfully influences their purchasing decisions and brand loyalty. The study concluded with the fact that rational marketing focuses on cultivating brand loyalty by effective product traits, while emotional marketing focuses on emotional traits. There is always a positive relationship between emotional branding with customer behavior and achieving retention. Therefore the pioneering drive of emotional marketing is to create an emotional link between the company and consumers, so that customers can buy the product as well as become brand-loyal to the product.

2.3 Reviews of Literature on Variables of the Study

American Marketing Association (1960) defines a brand as "a name, word, sign, symbol or design or a combination of them, intended to identify the goods or services of a vendor or group of vendors and make them known to competitors. Broadbent and Cooper (1987) consider branding as adopting the mark to mark legal ownership. Kapfar (1992) views a brand as" a brand not a product. It is the essence of the product, its meaning and its direction and it defines its identity in time and space.

According to Murphy (1990) the brand is a complex phenomenon. It is not only a real product, but also a unique property of a specific owner and has been developed over time to embrace a set of values and reflect both tangible and intangible qualities, which are meaningful and appropriately different products that are otherwise very similar.

Aaker (1991) brand awareness is the ability of the potential buyer to identify that a brand is a component of a certain product category. In addition, brand awareness is an important role in consumer decision making because it motivates the brand to enter into the thought set, which is used as heuristic and perception of quality (Macdonald and Sharp, 2000). In this context, it is clear that brand awareness affects perceptions and attitudes, which influence brand choice and even brand loyalty. Brand awareness consists of brand recognition and brand recall. Brand recognition relates to consumers having the ability to confirm prior exposure to the brand when given as a cue to the brand. In other words,

brand recognition requires that consumers differentiate the brand correctly as seen or heard before. The next level of brand awareness is brand recall. This relates to consumers' ability to reclaim the brand given the product category, requirements fulfilled by the category, or some other form of investigation in the form of a cue. In other words, brand recall requires that consumers can properly generate a brand from memory. The relative importance of brand recognition and recall depends on the extent to which consumers make decisions outside the store. Brand recognition may be more important to the extent to which product decisions are made in-store (Keller 1993, Keller 1998).

Choudhary (2001) is the sum total of the particular satisfaction a brand gives to the customer who buys that specific brand, the sum total for its name, content, price, packaging, distribution, reputation and ultimately its performance.

John (2001) states in his article that children raise awareness of their brand as they grow up. This awareness is a result of greater preference for branded goods. Consumer awareness of the importance of the ingredients of a product has given rise to ingredient branding.

Srivastava and Mookerjee (2004) are the key determinants of brand equity of high-tech industrial products are price and trust. "They have identified performance indicators and tangibles as drivers of perceived value. In addition, they have been identified as drivers of the company's credibility, market acceptance of the product and reputation of alliance partners.

Gaedebe (2007) identified brand name, pricing, and distributor reputation as the most important factors for determining brand equity of different models. (Keller, 1998) describes a consumer's memory as a function of nodes and links to various associations related to the brand. The perceived quality of the brand is associated with price premiums, price elasticity relationships, brand usage, and significantly stock returns (Acker, 1996). Morgan identified that brand equity can be studied in terms of perceived quality, brand awareness, brand associations, and brand loyalty. (Yoo et.al, 2001) Brand metrics designed to evaluate the effectiveness of brand-building to measure qualitative parameters of brand performance. Simon and Sullivan conducted empirical studies on automobile firms and concluded that brand equity is an important measurement issue for intangible assets in the new economy. They also validated the impact of brand equity on

the firm's value and addressed the capital market effects of intangible associations with brand value.

Serap Kocacenk Sara Rubenstein (2007) the view of a brand and brand image can be based on many different factors. This however is largely due to the historical associations in the consumer's mind and the symbolic value on an emotional level, which has been built over the years. Therefore, it is important for a company to find the key to a consumer's perception of a brand to be successful. The dissertation examines the difficulties that a company is facing when launching a new product in a high-tech industry. The Jaguar Company is operating in the high-tech industry and is interested in entering the market for modern luxury cars targeting a younger audience. The environment includes increased competition and high demand customers, creating a complexity of products requiring increased technologies and capabilities of a company. The Jaguar Company is facing the difficulty of defining the status quo and gaining a competitive advantage within the industry. Relevant theories are based on literature review focusing on segmentation, targeting, and positioning. Research data are collected using a questionnaire handed out at an event organized by Jaguar in Malmo. The dissertation is then concluded by a relation between our results and research questions, as well as a general summary of our findings and implications for managers.

Ukpebor Ipogah (2008) strong brand equity has become a very important factor that affects consumer's brand perceptions. Success in brand management arises from properly understanding and managing brand equity to produce strong attributes that will influence consumers when they make their choices. This thesis focuses on the importance of these dimensions (brand awareness, brand loyalty, brand image and perceived quality of customer-based brand equity on consumer's perceptions of the brand). It is based on the assumption that all these dimensions of customer-based brand equity will have an impact on consumer's brand perceptions. Brand awareness was considered to be different from other dimensions due to scale differences. A structured questionnaire was constructed to provide an answer to our research question. In this study, one hundred questionnaires were distributed, but only sixty-four usable questionnaires were received. The study surveyed the four dimensions of consumer-based brand awareness, brand image, perceived quality, and brand loyalty. Among the three dimensions, brand loyalty is the least brand equity rating by consumers compared to the other dimensions. However, the four dimensions impact on consumer perceptions of the brand.

Kumar et al., (2009)) in their study found that in developing countries, individuals associate foreign brands with symbolic meaning (such as wealth and status), which increases emotional reward such as feelings of joy and happiness when using these brands. An increasing number of consumers purchase brands to meet their emotional needs. Consumers who feel good and delighted with the purchase of the brand may repurchase the same brand even if provided with other options. Emotional value towards a brand is related to positive feelings on using the brand, which increases consumer loyalty to the brand.

Ashutosh nigaml (2011) with stiff competition among different car companies it becomes extremely important for the market to focus on branding of their products. Brand equity is an important tool for engaging brand equity and influencing customers in making purchasing decisions for a particular brand of hatchback cars. Factor analysis is used to understand the underlying factors affecting customers in positive purchases. The study sheds light on various factors of brand equity marketers and focuses a lot on attracting and retaining their potential and existing customers. The study concludes that the right marketing mix in marketing strategy plays an important role in customer purchase decision criteria.

Nazia Yaseen (2011) this study is about the effect of brand awareness, perceived quality and loyalty on brand profitability and customer intent, to examine the attitudes of resellers. In addition, the study also focuses on exploring the mediating role of purchase intensity on brand awareness and profitability, perceived quality and profitability, and the relationship of brand loyalty and profitability. The study was causal in nature and data was collected from 200 resellers. Results showed an insignificant effect of brand awareness and loyalty as a significant effect of perceived quality on profitability. Furthermore the results revealed a significant effect of loyalty to brand awareness, perceived quality, and purchase intention. The Sobel test for mediation revealed that purchase intensity only mediates the relationship of perceived quality and profitability.

Gautam and Kumar (2012) attempted to illustrate the attitude of Indian consumers towards insurance services by collecting consumers' responses through structured questionnaires on a five point Likert scale. A total of 377 responses were collected to assess the level of awareness of insurance services and their attitudes towards insurance services. The findings of the research suggest that basic socio demographic and economic

variables have a significant impact on consumers' attitudes towards insurance services in the Indian scenario.

A perceived value is the direct counterpart to a purchase decision. Price perceptions can be generated without purchasing or using a product or service, whereas satisfaction depends on the experience of using the product or service (Sweeney and Soutar, 2001). Emotional value is defined as the benefit derived from feelings or emotional states (i.e. pleasure or pleasure) that a product produces. Emotional value is the benefit that is gained by experiencing something new or different. Dodds et al. (1991) opine that emotional value has a positive effect on a consumer's purchase intention. A consumer's perception of a foreign brand versus a local brand also builds on affective factors (Kumar et al., 2009). It includes emotional values that consumers derive from fun and enjoyable experiences.

Chiew Shi Weet al (2014), this study attempts to examine the interrelationship between consumer perceptions, purchase intentions and actual purchasing behavior and in the context of organic food products. Based on the theory of planned behavior, 18 items of four dimensions were constructed in five stages of the consumer decision-making process and previous research on organic foods, measuring 6 items to measure a consumer's perception of organic food. To measure purchase intention six items were engaged to determine the actual purchase behavior of consumers. Data were collected at supermarkets and surrounding areas in Klung, Johor district, Malaysia. Using the convenient sampling method, a total of 288 completed questionnaires were collected, representing a 96% response rate. The result indicated that the intention to purchase organic foods was strongly influenced by consumers' perceptions of safety, health, environmental factors, and animal welfare of the products. Results indicated that there was no significant effect on the quality of consumers' organic food products with the intention of purchasing the products. The actual purchasing behavior of organic food products was strongly influenced by the intention to purchase the products. Theoretically, this study influenced their behavioral intention to see consumers' perception towards organic food products and would then lead to actual purchase of the products. The findings proposed useful information for organic marketers to help organic marketers to buy organic food products and to influence the organic marketing segment to enhance environmental pro-purchase behavior in Malaysia.

Naing and Chaipoopirutana (2014) found a positive and significant relationship found between perceived quality, product image, consumer aspiration, emotional value, attitude towards the product, and purchase intention. A negative relationship was found between consumer uncertainty and purchase intention. Santoso and Kahyadi (2014) found that brand associations and brand loyalty showed significant influence on purchase intention. However, brand awareness and perceived quality did not have a significant impact on purchase intention.

Asaad alikaram, serdarsaydam (2015) explored brand awareness and its impact on consumer behavior through media in North Cyprus. This study focuses on the importance of these dimensions (brand awareness, brand loyalty, brand image, and consumer behavior) of customer-created brand equity in view of consumer perceptions of the customer's brand. The purpose of this study is to find out which of these three dimensions (brand image, brand loyalty, and consumer behavior) restaurants have modest brand equity in, and to find out that customer-based brand equity is associated with each specialty in relation to fast food. Brand awareness, brand image, consumer behavior, and brand loyalty vary between or not. The study relied more on primary data, data was collected by distributing questionnaires among people with different gender and age, level of education, profession. An organized survey was created to answer the research question. In this study, one hundred and fifteen questionnaires were distributed on the facilities and technology available in the society. The result shows that among the three dimensions, brand loyalty has been given a minimum brand equity rating by consumers compared to the alternative dimensions. This paper likewise provides a solution for brand awareness through media store vendors that can help sellers promote their products in light of consumer behavior.

Henrieta Hrablik Chovanova (2015) in her study investigated the influence of a brand influencing consumers to purchase a product. The paper aims to emphasize the fact that the brand has an impact on the customer decision-making process. Basic primary data within primary research were collected using a quantitative method of questionnaire. The study consisted of a selected group of 1,250 respondents. In Slovakia primary research was carried out continuously over a period of six months in 2014. An established questionnaire was pilot tested and revised before it was used. Since the statistical method was used in the chi-square test. Based on the above mentioned subject area of research, two hypotheses focused on the relationship between the age of the respondents and the

purchase of branded products and the age and brand preference of the respondents. The study found that the priority of purchase and brand origin of branded products depends on the age of consumers.

Nisal Rochana Gunawardane (2015) research aims to investigate the impact of brand equity on purchase intentions on a mobile connection service provider in Sri Lanka. The sample is selected from the Colombo and Gampha districts, 300 questionnaires were distributed and the results collected from the respondents were analyzed to draw meaningful conclusions. To accomplish these, a conceptual framework was designed and envisaged the relationship between its constructs (brand equity, purchase intention). The hypotheses that are tested are based on brand equity and purchase intention. All hypotheses were therefore accepted, but the relationship between the independent variables identified is different from the dependent variable. There is a strong positive relationship between brand awareness and perceived quality of purchase intention. But the other factor with purchase intention is a low or medium level relationship. Hypothesis was tested using structural equation modeling and subgroup correlation analysis in SPSS. The results indicated that brand equity positively influenced a consumer's purchase intention.

Ovidiu (2016) Brand awareness, as one of the fundamental dimensions of brand equity, is often considered a prerequisite for consumers' purchase decisions, as it represents the main factor for the inclusion of a brand in the consideration set . Brand awareness and perceived risk of consumers can affect their confidence in evaluation and purchase decisions, due to familiarity with the brand and its characteristics. On the other hand, brand awareness can be characterized in at least two aspects - unaided (brand recall) and aided (brand recognition) - each of the two aspects has a more or less effective impact on decision making and risk assessment. is. This paper attempts to reveal, on the one hand, the importance of unplanned brand awareness after consumers' purchase decision and, on the other hand, the importance of aided brand awareness when assessing perceived risk associated with a purchase. The analysis is performed in a comparative way, considering the case of sustainable versus non-sustainable products, and with a focus on urban Romanian consumers.

Vinh and Huy (2016) found that perceived quality, brand association, and brand loyalty had a positive impact on overall brand equity. But brand awareness has not shown a

significant effect on overall brand equity. Overall brand equity had a positive impact on brand preference and purchase intention. Brand choice had a positive effect on purchase intention. Khan, Rahmani, Ho, and Chen (2015) confirmed that causal relationships were established between the brand equity dimension and purchase intention. Perceived quality and brand loyalty showed significant influence on purchase intention. Nayini, Azali and Tamadoni (2015) found that quality had shown a significant effect on the creation of brand equity and that brand equity had the most impact on purchase intention.

Zarlish Shahid (2017) this paper presents a review about the impact of brand equity and brand awareness on consumers' purchase intentions. The paper aims to broaden the relationship between awareness of a brand and consumer's intention to buy that brand. This has been done by going through different literature and articles by different authors. This will help readers to come to terms with work done by various well-known authors in one place and will therefore help in knowing what will be the effect on the consumer knowing the brand well in making a decision about purchasing a product. The components of brand equity allow a firm to develop a competitive advantage over other players. This ultimately leads to higher revenue to income ratio and increased shareholder value achieved due to the brand loyalty of the customers.

Ati Mustikasari (2018) the purpose of this study is to find out what is the impact of social media in creating viral marketing and its impact on brand awareness and purchase decision. The data collection techniques used were a questionnaire distributed to 150 respondents of social media users analyzed using SEM. The results of this study indicated that the use of social media in viral marketing can increase a product's brand awareness and purchase decision.

S Rungsrisawat (2019) the primary objective of this study was to examine the influence of brand loyalty and brand association on consumer purchase intention and to examine the association between brand awareness and perceived quality related to consumer purchase intention. The findings revealed that both brand loyalty and brand association are significantly associated with consumer purchase intention, whereas brand awareness and perceived quality are not related to consumer intention. The non-randomized based sampling technique was used to collect data from 260 respondents through a closed-end questionnaire from different market locations in Kuala Lumpur, Selangor.

Xuefung Zhang (2020) Brand awareness plays an important role in most aspects of marketing. However, consumers' cognitive processes about brand awareness, which play an important role in purchase decisions or product usage experiences, are still unclear in the brain. Using event-related competence (ERP), the effects of two brand awareness on the cognitive process of consumers were investigated. Phone photographs containing high or low brand awareness and girl pictures were used to carry out this experiment research. A modified oddball task was designed in which girl pictures were taken as target stimuli, and phone pictures were taken as non-target stimuli. Subjects were asked to identify photographs of the girl. Smaller ERP components N2 and P3 were found with higher brand awareness phone pictures than those with lower brand awareness. Dimensional variation in N2 and P3 indicated that the cognitive process of recognition and attention delivery was altered with the magnitude of brand awareness, which meant that consumers could differentiate high or low brand awareness product inadvertently. Attention can be allocated to resources. This may indicate the recognition and attention delivery caused by N2 and P3 to brand awareness, and event-related capacity functioning may be a sensitive measurement technique for brand awareness.

Gusti Noorlitaria et al (2020) the study aimed to investigate the impact of brand awareness on purchase intent mediated by perceived quality and brand loyalty. The study was conducted at the Samarinda City fast-food restaurant. This research collected and processed 80 respondents using the questionnaire method. The questionnaire itself was using an alert scale that was used to measure 16 indicators based on the PLS analysis method. The result found that brand affects awareness and has a significant effect on purchase intention and brand loyalty. Brand loyalty has a positive and significant effect on purchase intention. Brand awareness has a positive and significant effect on perceived quality. Brand loyalty and purchase intention have a positive impact on a superior quality. Brand loyalty can mediate perceived quality of purchase intention whereas perceived quality may mediate brand awareness of purchase intention. This result has a positive effect on brand loyalty. This is in line with research by Fajraiya et al., 2016, which found that perceived quality has a positive and significant effect on brand image and brand loyalty. In research conducted by Sanjaya (2013), it was also found that perceived quality directly affects the loyalty of the brand.

Chapter III- Research Methodology

3.1 Introduction

Research refers to the scientific and systematic method in which to clarify the problem, formulate hypotheses, collect facts or data related to the problem, analyze the facts and arrive at the conclusion either as a solution to the related problem or some generalization. is. This chapter covers the methodology adopted for conducting research studies. It deals with research design, sample design, and data collection tools, pilot studies, sample design, sources of data, and data analysis techniques.

3.2 Objectives of the study

1. To explore the factors of Emotional Marketing, which affect the purchase decision of FMCG Consumers?

2. To find out the effect of Emotional Marketing on Product Perception.

3. To find out the effect of Emotional Marketing on Brand Awareness and Purchase Decision.

4. To study the impact of demographic variables on Product Perception, brand awareness and purchase decision.

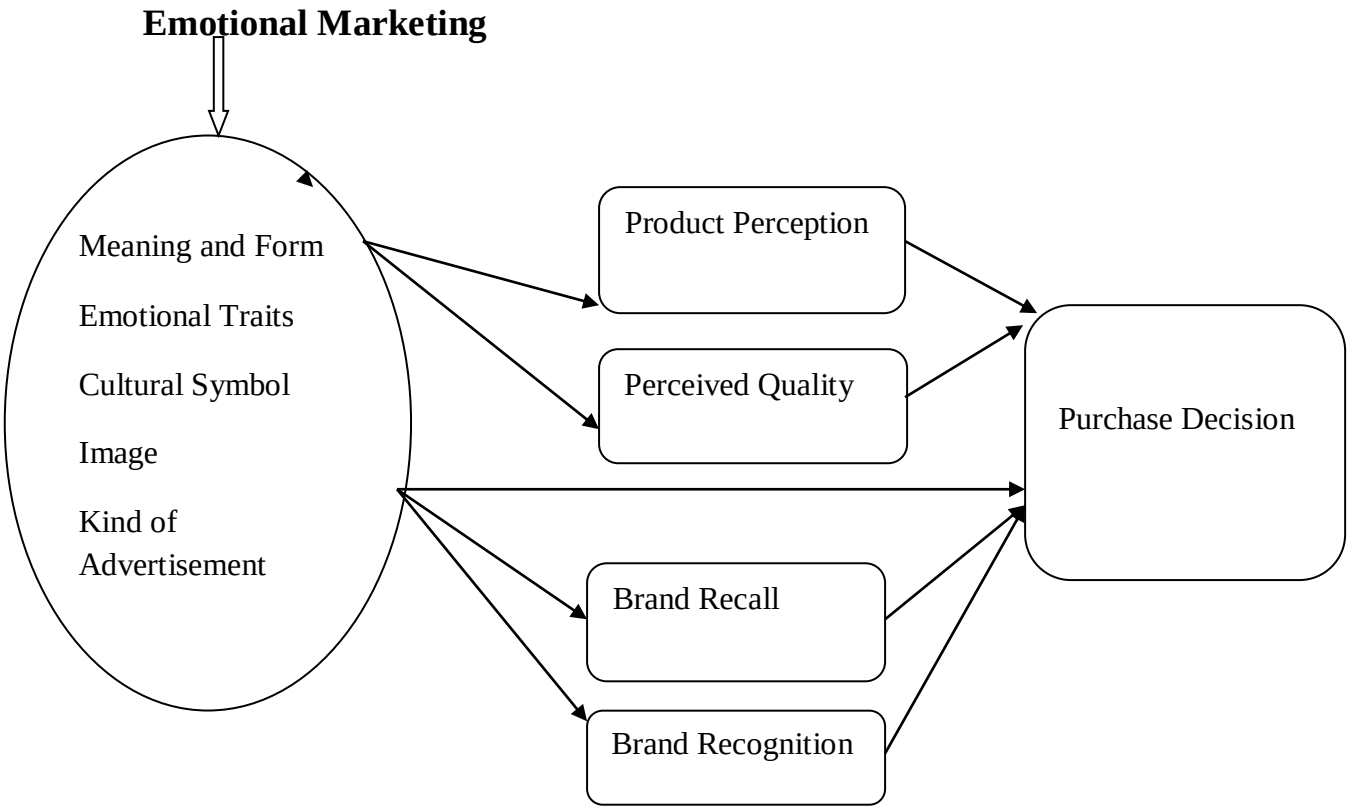
3.3 Conceptual Framework of the Study

As marketing has evolved over the 1990s relationship and one-to-one era, marketers have begun to focus on human emotions and their role in consumer decision making (Kotler, Kartajaya, & Setiawan, 2010). Setiawan (2010) argue that marketing has moved beyond the era of "messaging" to touch customer sentiments. Consoli (2010) asserted that choice and purchase decisions are the result of careful analysis of emotions. Damasio (1995) emphasized that emotion is an important aspect of all decisions. Leahy (2008) found that brand loyalty exists in FMCG markets for both cognitive and emotional reasons. Pandey et al (2012) stressed that emotions can be used as a strategic initiative to build a successful brand. It is easiest to recall experiences that correspond to the current emotional state (Bower, 1981, 1991; Mayer, DiPaolo, & Salovey, 1990). Emotions are

also directly biased in decision making (Lerner & Keltner, 2001). Dodds et al. (1991) opine that emotional value has a positive effect on a consumer's purchase intention.

Data with a strong emotional background will eventually pay more attention to stimuli and increase communication effects (Vakratsas and Ambler, 1999). In the cognitive-dominant model, researchers recognize perceived quality as the cognitive response of the product affecting the purchase of the product (Kumar et al., 2009). In the field of marketing, the creation of perceived quality has been widely accepted as the primary driver of purchase intention (Jacoby and Olson, 1985). Perceived quality provides value to consumers by providing them a reason to buy and differentiating the brand from competing brands. Perceived product quality is an important variable in the consumer decision process (Steenkamp, 1990).

Figure No. 3.1 Research Model of the Study



3.3.1 Constructs of the Study

Brand Awareness

Brand awareness can be indicated as the level of consumers' familiarity with the brand. (Aaker, 1991 and Keller, 1993) declared that brand awareness is a key component of brand value. As indicated by (Rossiter & Percy, 1987), brand awareness is the ability of consumers to recognize a brand among other brands.

Farquhar (1989) believes that building a strong brand in the minds of consumers means creating a positive brand assessment, an accessible brand attitude and a consistent brand image, the accessible brand attitude actually refers to others as awareness is. Brand awareness is essential in decision making because it is important that consumers remember the brand in the context of a specific product category, increasing awareness increases the likelihood that the brand will be a member of the idea group. Awareness also affects decisions about the brand, even in the absence of any brand association in the minds of consumers. In a low participation decision setting, a minimum level of brand awareness may be sufficient for the final choice. An indication of high brand awareness in a product is that customers are able to recall or identify a brand. A consumer's ability to identify or recall a brand is central to purchasing decision making. Brand recall is the extent to which a brand name is remembered as a member of a brand, product, or service class, which is distinct from brand recognition. This relates to the ability of consumers to reclaim the brand as an indication of product category, needs met by category, or any other form of investigation. In other words, brand recall requires that consumers can correctly generate a brand from memory. The relative importance of brand recognition and recall depends on the extent to which consumers make decisions in-store versus out-of-store.

Perceived Quality

Zeithaml (1988) identifies perceived quality as "consumer's judgments about the overall excellence or superiority of the product". Perceived quality has an impact on consumer purchasing decisions in relation to store brands. It is considered one of the most relevant factors in explaining store brand volatility and shopping intent (Baltas & Argouslidis, 2007; Bao et al., 2011). Bao et al. found that there is a positive relationship that traditionally exists between store brand perceived quality and purchase decision.

Perceived quality is defined as the buyer's estimate of the cumulative excellence of the product (Zeithaml, 1988). Perceived product quality is an important variable in the consumer decision process (Steenkamp, 1990) and is considered an important determinant of shopping behavior and product choice (Zeithaml, 1988; Grewal et al., 1998; Wang, 2013).

Zeithaml (1988) consumers often measure the quality of a product or service based on a variety of informational signals that they associate with the product. Some of these signs are internal to the products, while others are external. Intrinsic cues are physical characteristics of the product such as size, color, taste, form, or aroma. Consumers can use these physical characteristics to assess the quality of a brand. The second is external signs, properties that are not part of the physical product. Price, brand image, manufacturer's image, certificate, warranty, advertising, market share, can thus be considered external signs (Aaker, 1991). In the minds of customers, perceived quality perception defines product quality and superiority. This effect on customers generally encourages brand integration and exclusion leading to positive consideration prior to a purchase decision.

Purchase decision

Zaichkowsky (1985) perceives participation as "an individual's perceived relevance to the object based on inherent needs, values, and interests". Furthermore, the involvement of a purchase decision is defined as the extent of interest and concern that a consumer carries over to a purchase decision task "(Mittal, 1989). The five stages of a consumer purchase decision that are established in marketing and consumer behavior have been made, they include problem identification, information search, evaluation of product options, purchase decisions, and post-purchase support (Gupta, et al, 2004).

Purchasing decisions are a part of the consumer decision making process. It is important to note that there are two prior stages that are information discovery and evaluation of alternatives that act continuously to reach the stage of consumer purchase decision and brands influence the consumer in those stages. Following the phrase problem identification, consumers move into the information search phase where they will ask for information about price, quality, country of origin, brand, and any related issues according to their motivation. Information search can be conducted as an internal search

through one's own previous direct or indirect experience with the product and external search through marketing materials or social groups and reference groups.

According to Hoyer and McInnis (2007), brands are influenced in internal and external search for information. In internal search, consumers recall a set of brands from their memory whereas in external search, consumers seek availability on the shelf at the point of purchase or make suggestions from the seller which will then affect their purchase. The next step is an evaluation of the options that customers have with multiple items to single out. Brand equity can be a factor of consideration. Considering the options of the products are in the developed set of the customer. For example, brand awareness- when the customer remembers that the exact brand produces a product of specific quality, he can immediately choose the brand from others. After selection in the evaluation of the optional phase, it becomes a purchasing decision that relates to the selection and purchase volume of a specific product at a specific retail outlet.

3.4 Hypotheses of the Study

H01: There is no positive and significant impact of Emotional Marketing factors on Product Perception.

H01a: There is no positive and significant impact of Meaning and Form on Product Perception.

H01b: There is no positive and significant impact of Emotional Traits on Product Perception.

H01c: There is no positive and significant impact of Cultural Symbol on Product Perception.

H01d: There is no positive and significant impact of Image on Product Perception.

H01e: There is no positive and significant impact of Kind of Advertisement on Product Perception.

H02: There is no positive and significant impact of Emotional marketing factors on Product Perceived Quality.

H02a: There is no positive and significant impact of Meaning and Form on Perceived Quality.

H02b: There is no positive and significant impact of Emotional traits on Perceived Quality.

H02c: There is no positive and significant impact of Cultural Symbol on Perceived Quality.

H02d: There is no positive and significant impact of Image on Perceived Quality.

H02e: There is no positive and significant impact of Kind of Advertisement on Perceived Quality.

H03: There is no positive and significant impact of Emotional Marketing factors on Brand Recall.

H03a: There is no positive and significant impact of Meaning and Form on Brand Recall.

H03b: There is no positive and significant impact of Emotional Traits on Brand Recall.

H03c: There is no positive and significant impact of Cultural Symbol on Brand Recall.

H03d: There is no positive and significant impact of Image on Brand Recall.

H03e: There is no positive and significant impact of Kind of Advertisement on Brand Recall.

H04: There is no positive and significant impact of Emotional Marketing factors on Brand Recognition.

H04a: There is no positive and significant impact of Meaning and Form on Brand Recognition.

H04b: There is no positive and significant impact of Emotional Traits on Brand Recognition.

H04c: There is no positive and significant impact of Cultural Symbol on Brand Recognition.

H04d: There is no positive and significant impact of Image on Brand Recognition.

H04e: There is no positive and significant impact of Kind of Advertisement on Brand Recognition.

H05: There is no positive and significant impact of Emotional Marketing factors on Purchase Decision.

H05a: There is no positive and significant impact of Meaning and Form on Purchase Decision.

H05b: There is no positive and significant impact of Emotional Traits on Purchase Decision.

H05c: There is no positive and significant impact of Cultural Symbol on Purchase Decision.

H05d: There is no positive and significant impact of Image on Purchase Decision.

H05e: There is no positive and significant impact of Kind of Advertisement on Purchase Decision.

H06: There is no positive and significant impact of Product Perception on Purchase Decision.

H07: There is no positive and significant impact of Product Perceived Quality on Purchase Decision.

H08: There is no positive and significant impact of Brand Recall on Purchase Decision.

H09: There is no positive and significant impact of Brand Recognition on Purchase Decision.

H010: There is no significant difference between Emotional Marketing factors on the basis of Gender.

H010a: There is no significant difference between Meaning and Form on the basis of Gender.

H010b: There is no significant difference between Emotional Traits on the basis of Gender.

H010c: There is no significant difference between Cultural Symbol on the basis of Gender.

H010d: There is no significant difference between Image on the basis of Gender.

H010e: There is no significant difference between Kind of Advertisement on the basis of Gender.

H011: There is no significant difference between Product Perception among male and female.

H012: There is no significant difference between Perceived Quality on the basis of Gender.

H013: There is no significant difference between Brand Recall on the basis of Gender.

H014: There is no significant difference between Brand Recognition on the basis of Gender.

H015: There is no significant difference between Purchase Decision among male and female.

H016: There is no significant difference between Emotional Marketing factors among different Marital Status.

H016a: There is no significant difference between Meaning and Form among different Marital Status.

H016b: There is no significant difference between Emotional Traits among different Marital Status.

H016c: There is no significant difference between Cultural Symbol among different Marital Status.

H016d: There is no significant difference between Image among different Marital Status.

H016e: There is no significant difference between Kind of Advertisement among different Marital Status.

H017: There is no significant difference between Product Perception among different Marital Status

H018: There is no significant difference between Perceived Quality among different Marital Status.

H019: There is no significant difference between Brand Recall among different Marital Status.

H020: There is no significant difference between Brand Recognition among different Marital Status.

H021: There is no significant difference between Purchase Decision among different Marital Status.

H022: There is no significant difference for Emotional Marketing factors among different Age group of respondents.

H022a: There is no significant difference for Meaning and Form among different Age group of respondents.

H022b: There is no significant difference for Emotional Traits among different Age group of respondents.

H022c: There is no significant difference for Cultural Symbol among different Age group of respondents.

H022d: There is no significant difference for Image among different Age group of respondents.

H022e: There is no significant difference for Kind of Advertisement among different Age group of respondents.

H023: There is no significant difference for Product Perception among different Age group of respondents.

H024: There is no significant difference for Perceived Quality among different Age group of respondents.

H025: There is no significant difference for Brand Recall among different Age group of respondents.

H026: There is no significant difference for Brand Recognition among different Age group of respondents.

H027: There is no significant difference for Purchase Decision among different Age group of respondents.

H028: There is no significant difference for Emotional Marketing factors among different Educational background of respondents.

H028a: There is no significant difference for Meaning and Form among different Educational background of respondents.

H028b: There is no significant difference for Emotional Traits among different Educational background of respondents.

H028c: There is no significant difference for Culture Symbol among different Educational background of respondents.

H028d: There is no significant difference for Image among different Educational background of respondents.

H028e: There is no significant difference for Kind of Advertisement among different Educational background of respondents.

H029: There is no significant difference for Product Perception among different Educational background of respondents.

H030: There is no significant difference for Perceived Quality among different Educational background of respondents.

H031: There is no significant difference for Brand Recall among different Educational background of respondents.

H032: There is no significant difference for Brand Recognition among different Educational background of respondents.

H033: There is no significant difference for Purchase Decision among different Educational background of respondents.

H034: There is no significant difference for Emotional Marketing factors among Income of respondents.

H034a: There is no significant difference for Meaning and Form among Income of respondents.

H034b: There is no significant difference for Emotional Traits among Income of respondents.

H034c: There is no significant difference for Cultural Symbol among Income of respondents.

H034d: There is no significant difference for Image among Income of respondents.

H034e: There is no significant difference for Kind of Advertisement among Income of respondents.

H035: There is no significant difference for Product Perception among Income of respondents.

H036: There is no significant difference for Perceived Quality among Income of respondents.

H037: There is no significant difference for Brand Recall among Income of respondents.

H038: There is no significant difference for Brand Recognition among Income of respondents.

H039: There is no significant difference for Purchase Decision among Income of respondents.

3.5 Research Design

Research design creates a blueprint for the collection, measurement and analysis of data. It assists the researcher in the allocation of limited resources by presenting important options in the methodology. This research conveys the structure of the problem — the outline, organization, or configuration of the relationships between the variables of a study and the scheme of investigation used to obtain empirical evidence of those relationships. Appropriate design depends on the objectives of the research and the data required achieving it. Descriptive and Empirical research design has been used in research studies which involves studying the status of work. Descriptive research begins with a focused issue as is the case with the present study. The research design was rigorous in the first phase, where adequate protection against bias has been done so as to maximize reliability. In the second phase descriptive design is introduced where the effect of the independent variable on the dependent variable has been studied.

3.5.1 Sample Design

Population

The population for the study included customers from all the divisions of the Madhya Pradesh, who buy the FMCG product and services.

Sampling Frame

All respondents from Madhya Pradesh who buy the FMCG product and services will be the sampling frame.

Sampling Technique

Non-Probability convenient sampling technique was used to identify the respondents of the study.

Sampling Elements

Individual respondent was sampling element of the study.

Sample Size

The researcher distributed 750 questionnaires. From which the researcher received 630 fully filled questionnaires. The questionnaire's response rate was 76 percent. Out of 630 fully filled questionnaires, the researcher first took 620 questionnaires for the study.

3.6 Data Collection Instrument

A questionnaire was prepared for the purpose of collecting all the relevant information needed to achieve the research objectives. Different scales were used to assess the different variables and emotion dimensions of the study. The differential Emotional Scale developed Carol E Izard (2011) has been used to measure the emotion dimension. The prepared questionnaire was pre-tested before being used for the study.

3.6.1 Data Source

Primary and secondary data were used for the study. Primary data was collected from the respondents, using a pre-tested questionnaire. The researcher had also conducted unstructured interviews with customers who buy FMCG products. This can be also considered as a source of primary data. Secondary data from various sources was also collected for the study.

The resources available in World Wide Web were also used for this study. Different available sources like books, journals, magazines and news paper articles were also reviewed to get secondary data.

3.6.2 Scaling and Measurement

A structured questionnaire consisting of multi-item scales and measures is used, with specific response options and options. The measures are based on rigorous conceptual development and theoretical foundations (Malhotra, 2008). All constructs and variables are measured with the help of established scales from literature. Respondents were asked to indicate their choice on a five-point Likert scale. A total of 37 items were used to measure all constructs of the study.

3.7 Questionnaire Development

Questionnaires are common tools used in research in the social sciences that contain specific questions aimed at collecting relevant information and data from participants. The questionnaire was divided into two parts A and B. At the beginning of the questionnaire, the researcher's personal request to fill out the questionnaire was asked. 5 questions related to the respondent's basic demographics were included to prepare the defendant profile. Section B measured emotional marketing, product perception, brand awareness, and purchasing decisions and consisted of 37 questions.

3.7.1 Pilot Study

One of the important factors to be considered in an empirical study is the feasibility of research design. A sample of 40 clients was included for the experimental study and they were given a questionnaire. All 40 respondents returned the questionnaire and were found to be sensible. They were used to ensure the subjective nature of the questionnaire.

3.8 Data Analysis

The data collected from the respondents through questionnaire were classified and tabulated to facilitate the application of different statistical tools. The statistical packages used for the data analysis was SPSS 23 and AMOS. Different statistical analysis employed for the study includes.

3.8.1 Reliability Analysis

Reliability refers to the similarity of results provided by independent but comparable measures of the same item, attribute, or construct (Churchill Jr, 1987). It was determined through correlations that the higher the Cronbach alpha value, the higher the internal consistency, and therefore the greater the reliability of the measurement.

3.8.2 Factor Analysis

Factor analysis is used to find latent variables or factors among observed variables. In other words, if there are many variables in your data, you can use factor analysis to reduce the number of variables. Factor analysis group variables together with similar characteristics. With factor analysis you can generate a small number of factors from a

large number of variables that is able to explain the variance observed in a large number of variables.

3.8.3 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is used to postulates relations between the observed measure and the underlying factors, based on knowledge of the theory, empirical research, or both, and then tests this hypothesized structure statistically.

3.8.4 Regression Analysis

Regression analysis determines the relation between two variables. There are two variable dependent variable and independent variable. It explains the effect of the independent variable on dependent variable. The relationship between variables can be expressed in such a way.

$$Y = a + b X \text{ (Regression equation)}$$

Where, X = Independent variable and Y = Dependent variable

3.8.5 T-Test

T-Test was applied to evaluate the effect of Gender and marital status on each of the variable of the study,

3.8.6 ANOVA

ANOVA Test was applied to evaluate the effect of Age, qualification and Income on each of the variable of the study, the effect of individual demographic variable was evaluated using Post-Hoc test under ANOVA.

Chapter-IV Data Analysis

4.1 Introduction

This chapter provides details on data analysis after data collection with a view to achieving various variable results. In this chapter, the researcher will place the responses in tabular as well as graphical representations, and in the next part the hypotheses outlined in the Research Methods chapter will be tested using statistical tools. Data analysis will help the researcher understand the respondent profiles and their responses to the various research questions developed after reviewing the research objectives.

4.2 Reliability and Validity of Scale

4.2.1 Reliability

All constructs were first measured for reliability. Reliability determines whether the data collected is accurate or inaccurate. It measures the accuracy of the data and the accuracy with which the corresponding construct is measured in accordance with Carmine and Zeller (1979).

The reliability of the questionnaire was assessed with the SPSS software via the Cronbach alpha. Reliability was found to be 0.927, which is higher than the acceptable value, suggesting that the data are reliable for the study.

Table No. 4.1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.927	37

4.2.2 Validity

Validity is an element that measures whether the researcher is actually measuring what he says he is. Validity is not determined by any one statistic and therefore face validity, content validity, and construct validity were used to examine validity.

Face Validity: If a test appears to be valid for participants, it is called face validity. This is the validity of a test at face value. A test is said to have face validity in the event that it appears to be going to measure. All the constructs used in this study were reviewed by senior experts and had good facial validity.

Construct validity: Construct validity refers to the extent to which a scale or set of tests measures a concept or the construct accurately represents a concept of interest (Dillon, Madden, & Firtle, 1994). To measure construct validity in this study, the two most widely accepted forms of construct validity were examined: items for total correlation and factor analysis. The factor scores of the items of measurement were considered acceptable if they exceeded .5 (Hair et al., 2010).

4.2.3 Item to Total Correlation

The item-total correlation test is performed to ensure that an item is not consistent with the rest of the scale and can therefore be rejected It eliminates "garbage" items prior to determining the factors that represent the construct (Churchill, 1979). A correlation value less than 0.2 or 0.3 indicates that the corresponding item does not correlate very well with the scale overall and, thus, it may be dropped (Everitt, B.S., 2002). To check Item to total correlation values SPSS was used the value for each item is given in the following tables.

Table No. 4.2 Item to Total Correlation

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I Prefer brand in which brand meaning touch my emotions	.373	.931

Emotional value towards a brand relates to positive feelings upon using the brand	.238	.933
To reach customers heart and to attach emotionally with customers, companies are also working on forms	.352	.932
Brand emotionally suggests to the consumers that they will make their dreams come true	.496	.929
When i feel good and pleased with the purchase of a brand may repurchase the same brand even when provided with other options	.574	.928
Emotional value towards a brand relates to positive feelings upon using the brand, which increases consumer loyalty towards the brand	.534	.928
I Prefer brand Which triggers an emotional response that is, a strong and lasting desire for the advertised product.	.480	.929
I Prefer brand Which enhances the emotional reward such as a sense of pleasure and happiness upon using these brands	.327	.930
I associate with brand which having symbolic meaning	.584	.928
I Prefer brand which represents my culture symbols	.573	.928
I Prefer brand having cultural touch in product to attach emotionally with customers	.546	.928
I Prefer brand which reflects traditional attributes in there product	.537	.928
I Prefer brand which create distinct image in my mind compare to other brand	.409	.929
The logo of brand communicate information about our internal states and feelings	.522	.928
The brand attach emotionally with customers by creating image in the mind of customer	.365	.932
Emotional advertisement significantly impact consumer buying intentions	.374	.929
Marketers add emotions in their appeal to attract their prospects.	.387	.929

Emotional Advertisement Include breathtaking visuals intensifiers & music in there ads.	.442	.929
I have adequate Knowledge about the brand than other brands in the market	.420	.929
I can recall brand other than of competitive brand	.603	.928
I can quickly recall the symbol or logo of the brand	.540	.928
I can recall the brand easily when i m going to purchase	.597	.927
Some Characteristics of this brand come to my Mind very quickly	.426	.929
I can recognize this brand quickly among other competing brands	.273	.930
I frequently think of this brand	.338	.930
The position of choice set is extremely high towards the brand when i m going to make a purchase decision	.320	.930
I Prefer more familiar brands over less familiar ones	.584	.928
Perception Functional features of the brand are extremely good and have a positive impact towards a purchase the brand	.404	.929
Quality perception towards the brand is important factor to purchase brand	.452	.929
Product Performance	.337	.930
Purchase decision Brand awareness is having positive impact on purchase decision	.353	.930
My purchase decisions are affected by perceived quality factors of brand	.441	.929
Emotional appeal used by brand is having positive impact on my purchase decision	.554	.928
My purchase decisions are affected by perception factors of brand	.630	.927

Table No. 4.3 Reliability Statistics of the Factors

S.NO.	Name of the factors	Cronbach's Alpha	No of Items
1.	Meaning and Form	.854	4
2	Emotional Traits	.739	4
3.	Cultural Symbols	.738	4
4.	Image	.795	3
5.	Kind of Advertisement	.782	3
6.	Product perception	.716	4
7.	Perceived Quality	.783	4
8.	Brand Recall	.786	4
9.	Brand Recognition	.730	3
10.	Purchase Decision	.837	4

It is visible that all the reliability values of all the constructs are greater than the standard value that is 0.7. It is considered that reliability of all measures is adequate.

4.3 Normality Test of Data

There are two main ways to evaluate normality: graphical and numerical. Two well-known normality tests, the Kolmogorov-Smirnov test and the Shapiro-Wilk test, are shown in the table below. The Shapiro-Wilk test is best for small samples (less than 50 samples), but can also handle samples as big as 2000. Due to this consideration, the Shapiro-Wilk test is used to assess normality, as numerical means to assess normality are used in the present study.

Table No. 4.4 Normality Test

S	**Variable Name**	**Kolmogorov-Smirnov[a]**	**Shapiro-Wilk**	**Status**
1	**Emotional Marketing**	**.565**	**.612**	Normal
2	**Product Perception**	**.423**	**.450**	Normal
3	**Brand Awareness**	**.234**	**.245**	Normal
2	**Purchase Decision**	**.198**	**.211**	Normal

The above table shows that the data is normally distributed with significant level of .05. It is because if the significance value of the Shapiro-Wilk Test is greater than 0.05, the data is normal. If it is below 0.05, the data significantly differ from a normal distribution.

4.4 Sample Descriptive

The study was conducted on a sample size of 620 in total. Table below mentioned explains the descriptive of respondent.

Table No. 4.5 Demographic representation in the sample

VARIABLE	CATEGORY	FREQUENCY	PERCENT (%)
Gender	Male	495	79.8
	Female	120	20.2
Age Group	20 - 30 years	186	30
	31 – 40 years	279	45
	41-50 years	93	15
	Above 50 years	62	10
Marital Status	Single	217	35

	Married	403	65
Education	Higher Secondary	31	5
	Graduate	186	30
	Post Graduate	279	45
	Others	124	20
Income	0-5 Lakhs	93	15
	5-10 Lakhs	155	25
	10-15 Lakhs	186	30
	15-20 Lakhs	112	18.1
	Above 20 Lakhs	74	11.9

Descriptive statistics of demographic variables indicate that the majority of 495 respondents (79.8%) are men and that the female respondents are 120 (20.2%). The majority of the respondents are having age group 31-40 years is 279, followed by age group 20-30 years are 186, followed by age group 41-50 years is 93, and the respondents having age group above 50 years is 62. Marital status is split into two categories: single and married 403 respondents were married and the rest of the 217 respondents are single. Education are divided into four categories where the majority of respondents Postgraduate 279, followed by graduates 186, followed by the others124 and upper secondary students 31.

Income was divided into five categories in which majority of customers belongs to income group 10-15 lakhs 186, followed by 5-10 lakhs 155, followed by income group above 15-20 lakhs 112, followed by income group 0-5 lakhs 93 and least of the respondent belongs to above 20 lakhs income group.

4.5 Factor Analysis

4.5.1 Factor Analysis of Emotional Factors

Table No. 4.6 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.847
Bartlett's Test of Sphericity	Approx. Chi-Square	4561.157
	df	210
	Sig.	.000

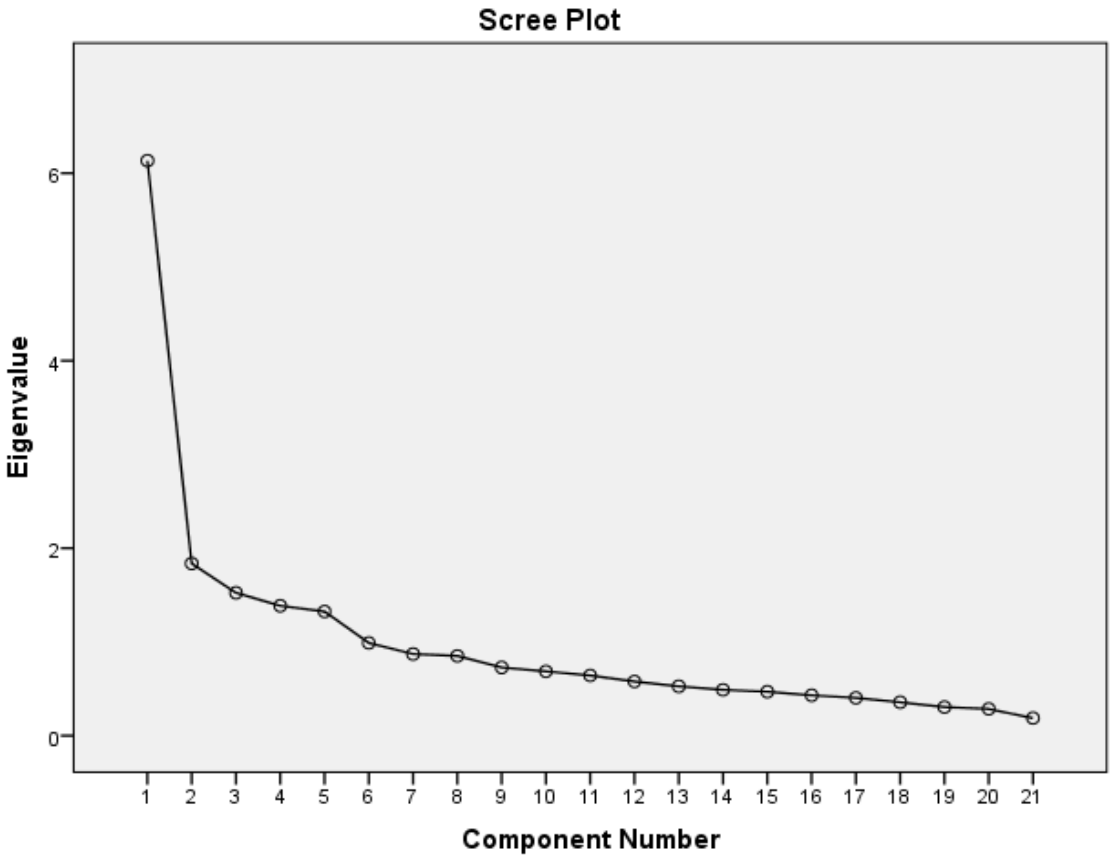
The measure of adequacy of sampling at Kaiser-Meyer Olkin was .780 indicating that the sample was sufficient for visualization of the data as it is still normally distributed. The Bartlett's sphericity test was used to test the multivariate normality of the distribution set. The Bartlett's Test of Sphericity was examined with a Chi-Square value of 1065.726 which is significant with P Value .000, which shows that the data has low sphericity and is therefore suited for factor analysis.

Table No. 4.7 Discussion of Factors

Factor Name	**Eigen Value**	**% of variance.**	**Statement converged**	**Loads**
Meaning and Form	6.134	20.664	I Prefer brand in which brand meaning touch my emotions	.840
			Emotional value towards a brand relates to positive feelings upon using the brand	.814
			To reach customers heart and to attach emotionally with customers, companies are also working on forms	.823
			Brand emotionally suggests to the consumers that they will make their dreams come true	.626
Emotional Traits	2.836	16.354	When i feel good and pleased with the purchase of a brand may repurchase the same brand even when provided with	.750

			other options	
			Emotional value towards a brand relates to positive feelings upon using the brand, which increases consumer loyalty towards the brand	.701
			I Prefer brand Which triggers an emotional response that is, a strong and lasting desire for the advertised product.	.814
			I Prefer brand Which enhances the emotional reward such as a sense of pleasure and happiness upon using these brands	.689
Cultural Symbols	1.524	11.605	I associate with brand which having symbolic meaning	.744
			I Prefer brand which represents my culture symbols	.726
			I Prefer brand having cultural touch in product to attach emotionally with customers	.741
			I Prefer brand which reflects traditional attributes in there product	.667
Image	1.385	8.703	I Prefer brand which create distinct image in my mind compare to other brand	.639
			The logo of brand communicate information about our internal states and feelings	.651
			The brand attach emotionally with customers by creating image in the mind of customer	.622
Kind of Advertisement	1.325	7.289	Emotional advertisement significantly impact consumer buying intentions	.769
			Marketers add emotions in their appeal to attract their prospects	.661
			Emotional Advertisement Include breathtaking visuals intensifiers & music in there ads	.562

Figure No. 4.1 Scree Plot



Scree plot test is another popular test for the number of factors is Catell's scree criterion (Pallant, 2005). This criterion involves plotting the Eigen values of the factors, and looking for the point at which the plot begins to level off from vertical to horizontal. In this case, there is retention of five significant factors.

Description of Factors

1. Meaning and Form. In the present study Meaning and Form appeared as the first significant factor in emotional marketing with the Eigen value of 6.134 and the explained Variance of 20.664. A total of four statements have been compiled under Meaning and Form. Elements were I Prefer brand in which brand meaning touch my emotions (.840), Emotional value towards a brand relates to positive feelings upon using the brand (.814), To reach customers heart and to attach emotionally with customers, companies are also working on forms (.823), Brand emotionally suggests to the consumers that they will make their dreams come true (.626).

2. Emotional Traits. In this study Emotional Traits appeared as the second important factor in emotional marketing with the Eigen value of 2.836 and the explained variance of 16.354. In all four statements were compiled in Emotional Traits. Elements were When i feel good and pleased with the purchase of a brand may repurchase the same brand even when provided with other options (.750), Emotional value towards a brand relates to positive feelings upon using the brand, which increases consumer loyalty towards the brand (.701), I Prefer brand Which triggers an emotional response that is, a strong and lasting desire for the advertised product (.814) and I Prefer brand Which enhances the emotional reward such as a sense of pleasure and happiness upon using these brands (.689).

3. Cultural Symbol. In the present study Cultural Symbol appeared as the third important factor in emotional marketing with the Eigen value of 1.524 and the explained variance of 11.605. A total of four statements have been compiled under Cultural Symbol. Elements were I associate with brand which having symbolic meaning (.744), I Prefer brand which represents my culture symbol (.726), I Prefer brand having cultural touch in product to attach emotionally with customers (.741) and I Prefer brand which reflects traditional attributes in there product (.667).

4. Image. In this study Image appeared as the fourth important factor in emotional marketing with the Eigen value of 1.385 and the explained variance of 8.703. A total of three statements have been compiled under Image. Elements were I Prefer brand which create distinct image in my mind compare to other brand (.639), The logo of brand communicate information about our internal states and feelings (.651) and The brand attach emotionally with customers by creating image in the mind of customer (.622).

5. Kind of Advertisement. In the present study Kind of Advertisement appeared as the fifth important factor in emotional marketing with the Eigen value of 1.325 and explained variance of 7.289. A total of three statements have been compiled under Kind of Advertisement. Elements were Emotional advertisement significantly impact consumer buying intentions (.769), Marketers add emotions in their appeal to attract their prospects (.661) and Emotional Advertisement Include breathtaking visuals intensifiers & music in there ads (.562).

4.5.2 Factor Analysis for Product Perception Factors

Table No. 4.8 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.780
Bartlett's Test of Sphericity	Approx. Chi-Square	1065.726
	df	28
	Sig.	.000

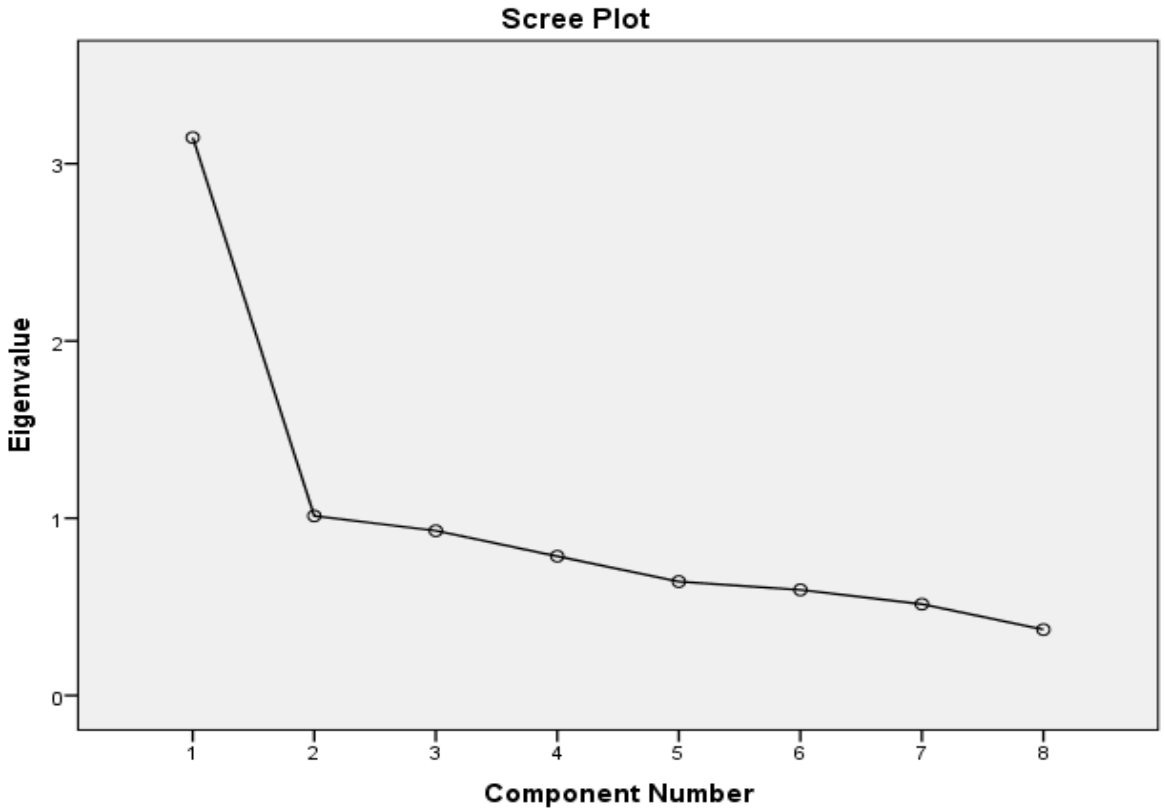
The measure of adequacy of sampling at Kaiser-Meyer Olkin was .780 indicating that the sample was sufficient for visualization of the data as it is still normally distributed. The Bartlett's sphericity test was used to test the multivariate normality of the distribution set. The Bartlett's Test of Sphericity was examined with a Chi-Square value of 1065.726 which is significant with P Value .000, which shows that the data has low sphericity and is therefore suitable for factor analysis.

Table No. 4.9 Discussion of Factors

Factor Name	**Eigen Value**	**% of var.**	**Statement converged**	**Loads**
Product Perception	3.147	37.485	The position of choice set is extremely high towards the brand when i m going to make a purchase decision	.816
			I Prefer more familiar brands over less familiar ones	.730
			Functional features of the brand are extremely good and have a positive impact towards a purchase the brand	.684
			Quality perception towards the brand is important factor to purchase brand	.615
Perceived Quality	1.936	24.518	Product Performance	.801
			Value added features of brand gave a positive impact towards to purchase the	.665

			brand	
			Products from this brand would be of very good quality	.713
			I trust the service quality of this brand.	.640

Figure No. 4.2 Scree Plot



Scree plot test is another popular test for the number of factors is Catell's scree criterion (Pallant, 2005). This criterion involves plotting the Eigen values of the factors, and looking for the point at which the plot begins to level off from vertical to horizontal. In this case, there is retention of two significant factors.

Description of Factors

1. Product Perception. In the present study Product Perception appeared as the first important factor in perception with the Eigen value of 3.147 and explained variance of 37.485. A total of four statements have been compiled under Product Perception. Elements were The position of choice set is extremely high towards the brand when i m

going to make a purchase decision (.816), I Prefer more familiar brands over less familiar ones (.730), Functional features of the brand are extremely good and have a positive impact towards a purchase the brand (.684), Quality perception towards the brand is important factor to purchase brand (.615).

2. Perceived Quality. In the present study Perceived Quality appeared as the second important factor in perception with the Eigen value of 1.936 and explained variance of 24.518. A total of four statements have been compiled under Perceived Quality. Elements were Product Performance (.801), Value added features of brand gave a positive impact towards to purchase the brand (.665), Products from this brand would be of very good quality (.713) and I trust the service quality of this brand (.640).

4.5.3 Factor Analysis for Brand Awareness Factors

Table No. 4.10 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartlett's Test of Sphericity	Approx. Chi-Square	1981.383
	df	15
	Sig.	.000

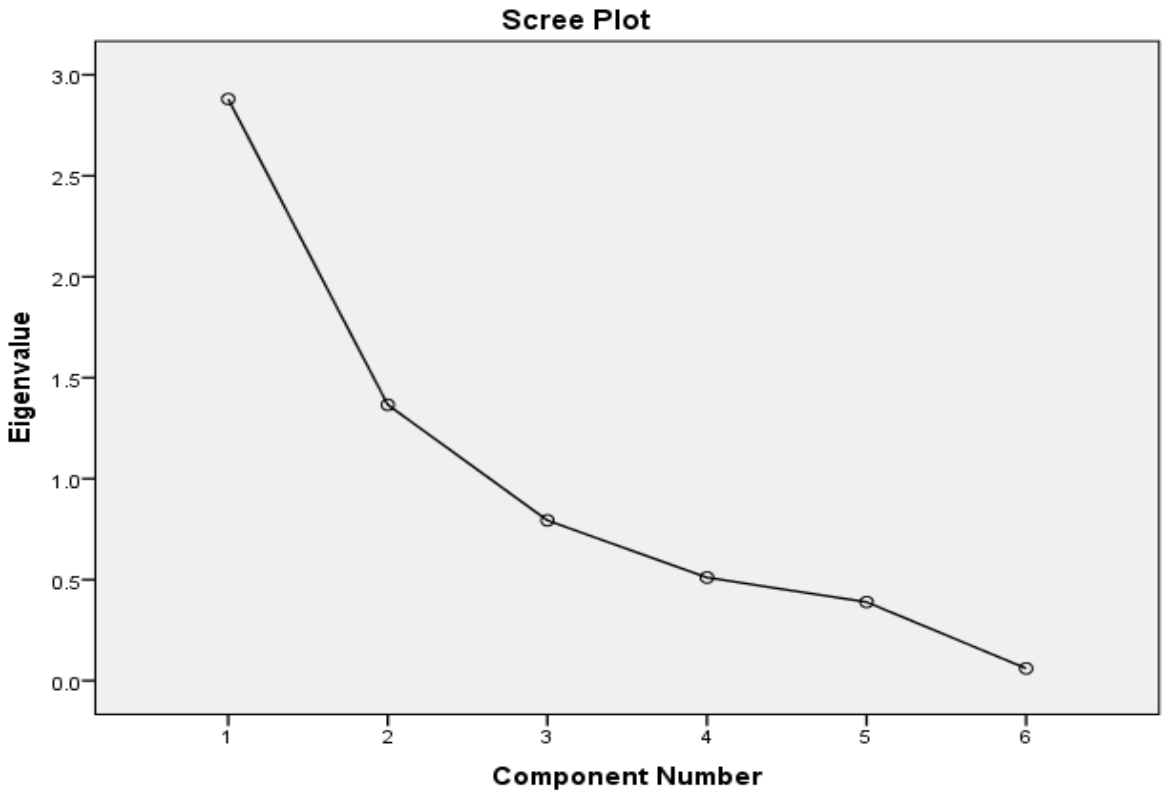
The measure of adequacy of sampling at Kaiser-Meyer Olkin was .788 indicating that the sample was sufficient for visualization of the data as it is still normally distributed. The Bartlett's sphericity test was used to test the multivariate normality of the distribution set. The Bartlett's Test of Sphericity was examined with a Chi-Square value of 1981.383 which is significant with P Value .000, which shows that the data has low sphericity and is therefore suitable for factor analysis.

Table No. 4.11 Discussion of Factors

Factor Name	**Eigen Value**	**% of var.**	**Statement converged**	**Loads**
Brand Recall	2.880	45.810	I have adequate Knowledge about the brand than other brands in the market	.865

			I can recall brand other than of competitive brand	.777
			I can quickly recall the symbol or logo of the brand	.668
			I can recall the brand easily when i m going to purchase	.625
Brand Recognition	1.366	24.890	Some Characteristics of this brand come to my mind very quickly	.723
			I can recognize this brand quickly among other competing brands	.608
			I frequently think of this brand	.573

Figure No. 4.3 Scree Plot



Scree plot test is another popular test for the number of factors is Catell's scree criterion (Pallant, 2005). This criterion involves plotting the Eigen values of the factors, and looking for the point at which the plot begins to level off from vertical to horizontal. In this case, there is retention of two significant factors.

Description of Factors

1. Brand Recall. In the present study Brand Recall appeared as the first important factor in brand awareness with the Eigen value of 2.880 and explained variance of 45.810. A total four statements have been clubbed under Brand Recall. Elements were I have adequate Knowledge about the brand than other brands in the market (.865), I can recall brand other than of competitive brand (.777), I can quickly recall the symbol or logo of the brand (.668), I can recall the brand easily when i m going to purchase (.625).

2. Brand Recognition. In the present study Brand Recognition appeared as the second important factor in brand awareness with the Eigen value of 1.366 and explained variance of 24.890. Three statements have been clubbed under Brand Recognition. Elements were Some Characteristics of this brand come to my mind very quickly (.723), I can recognize this brand quickly among other competing brands (.608), and I frequently think of this brand (.573).

4.6 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is used to postulates relations between the observed measure and the underlying factors, based on knowledge of the theory, empirical research, or both, and then tests this hypothesized structure statistically. CFA is used when the relationship between latent variables (constructs) and indicators (observed variables) are known and defined clearly by the previous studies. So when the researcher has the knowledge of the factors and its respective measured variables under study, he/she can use CFA.

4.6.1 Confirmatory Factor Analysis for Emotional Marketing

To estimate model fit, some criteria such as the chi-square to degrees of freedom ratio (CMIN/df ratio), root mean squared residual (RMR), the comparative fit index (CFI), Parsimony adjusted mean and residual mean squared error of approximation (RMSEA) are determined. For CMIN/ Df value remain < or = 2 or 3. Values of CFI above 0.90 indicate good model fit. Parsimony closer to 1 is generally acceptable for good model fit. For RMSEA and RMR values below 0.05 indicate close fit, 0.08 indicate an adequate fit (Browne, Cudeck et al. 1993).

The CFA model fit the data well with CMIN/Df is 1.717 ; where DF = 128, GFI = 0.84; CFI = 0.86; RMSEA = 0.053 based on the statistics , the model fits the data very well, generating good fit to the current data.

A χ^2 statistic is listed in the column between the tools and the path diagram. The value of $\chi^2$was 1793.86 and degree of freedom (df) was found 128 at significant probability level of 0.00, such significant results was possible due to the large sample size. The value of other estimates was found as below mentioned.

Table No. 4.12 Confirmatory Factor Analysis Outcome

Model Estimate	Obtain Value	Standard Value
Chi-Square	1793.86	
Df	128	
P-Value	0.00	**>.05**
RMSEA	0.053	**<.08**
NFI	0.902	**>.90**
IFI	0.914	**>.90**
CFI	0.869	**>.90**
RMR	0.564	**<.08**
GFI	0.847	**>.90**
AGFI	0.912	**>.90**
TLI	0.914	**>.90**
PNFI	0.437	**>.50**
PGFI	0.601	**>.50**

All value were under the satisfactory limit and shown a good model fit while the value of parsimonious Normed fit index (PNFI) and Parsimonious goodness of fit index (PCFI) were found high than the cutoff value which was possible because of large sample size.

Figure No. 4.4 Confirmatory Factor Analysis of Emotional Marketing factors Unstandardized

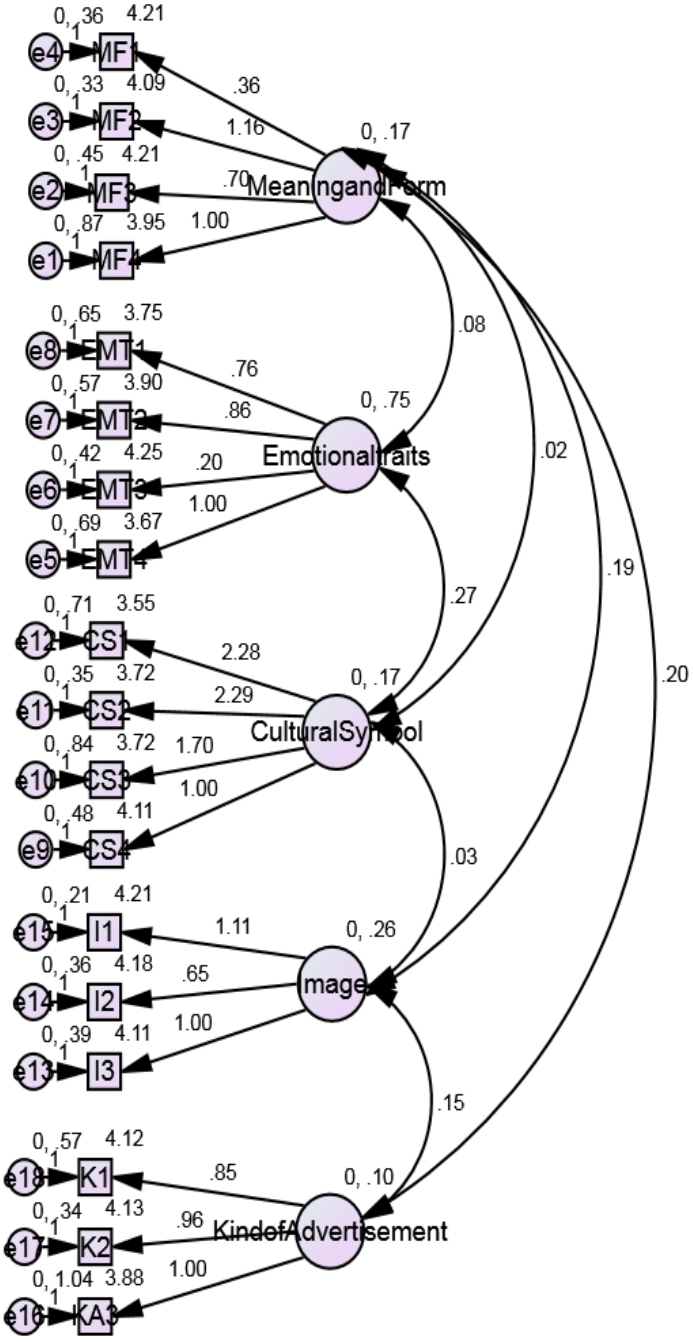


Figure No. 4.5 Confirmatory Factor Analysis of Emotional marketing factors standardized

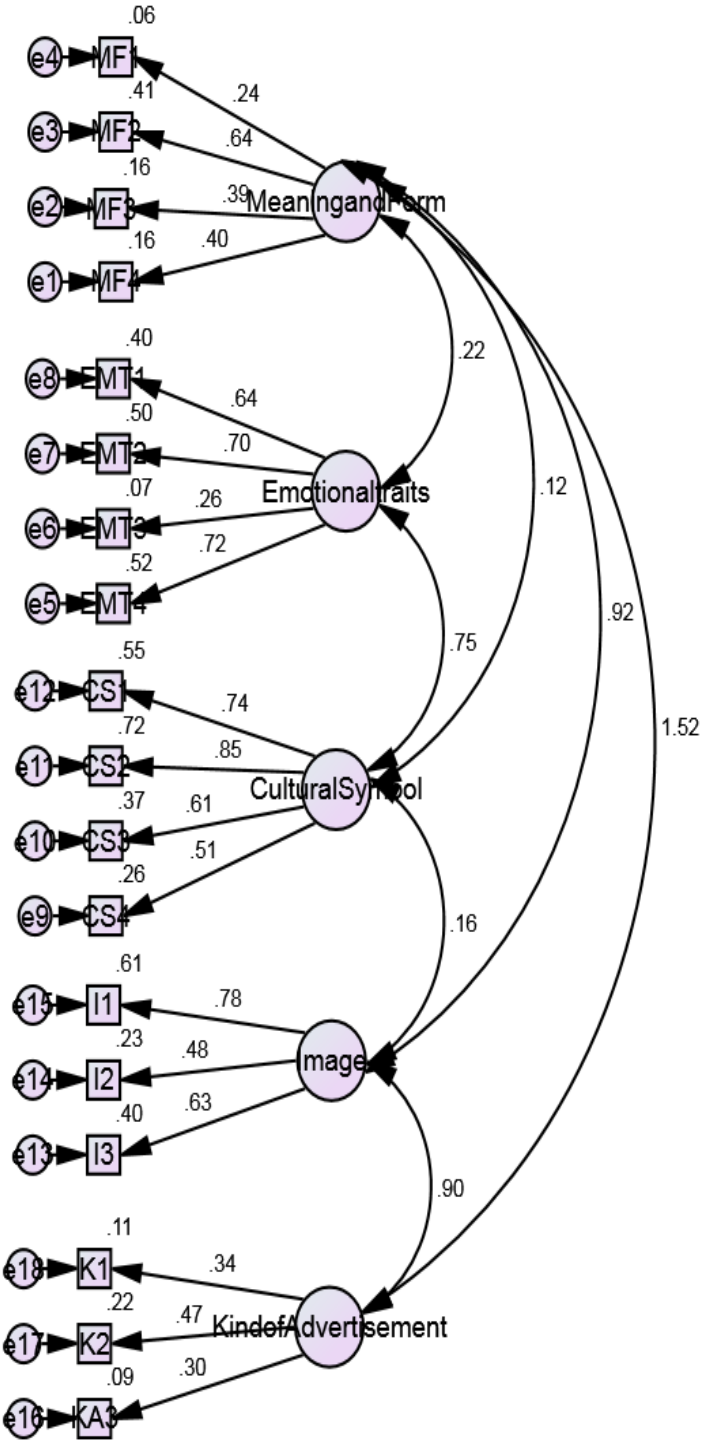


Table No. 4.13 Regression Weights

			Estimate	S.E.	C.R.	P	Label
MF4	<---	Meaning and Form	1.000				
MF3	<---	Meaning and Form	.695	.090	7.693	***	
MF2	<---	Meaning and Form	1.155	.118	9.760	***	
MF1	<---	Meaning and Form	.356	.067	5.354	***	
EMT4	<---	Emotional traits	1.000				
EMT3	<---	Emotional traits	.201	.035	5.746	***	
EMT2	<---	Emotional traits	.860	.060	14.394	***	
EMT1	<---	Emotional traits	.762	.057	13.327	***	
CS4	<---	Cultural Symbol	1.000				
CS3	<---	Cultural Symbol	1.705	.161	10.606	***	
CS2	<---	Cultural Symbol	2.285	.187	12.207	***	
CS1	<---	Cultural Symbol	2.279	.194	11.732	***	
I3	<---	Image	1.000				
I2	<---	Image	.654	.067	9.701	***	
I1	<---	Image	1.113	.086	12.936	***	
KA3	<---	Kind of Advertisement	1.000				
K2	<---	Kind of Advertisement	.963	.128	7.550	***	
K1	<---	Kind of Advertisement	.851	.128	6.627	***	

Table No. 4.14 Standardized Regression Weights

			Estimate
MF4	<---	Meaning and Form	.404
MF3	<---	Meaning and Form	.394
MF2	<---	Meaning and Form	.641
MF1	<---	Meaning and Form	.238
EMT4	<---	Emotional traits	.724
EMT3	<---	Emotional traits	.261
EMT2	<---	Emotional traits	.704
EMT1	<---	Emotional traits	.635
CS4	<---	Cultural Symbol	.510
CS3	<---	Cultural Symbol	.610
CS2	<---	Cultural Symbol	.846
CS1	<---	Cultural Symbol	.744
I3	<---	Image	.632
I2	<---	Image	.483
I1	<---	Image	.779
KA3	<---	Kind of Advertisement	.298
K2	<---	Kind of Advertisement	.467
K1	<---	Kind of Advertisement	.337

4.6.2 Confirmatory Factor Analysis for Product Perception

To estimate model fit, some criteria such as the chi-square to degrees of freedom ratio (CMIN/df ratio), root mean squared residual (RMR), the comparative fit index (CFI),

Parsimony adjusted mean and residual mean squared error of approximation (RMSEA) are determined. For CMIN/ Df value remain < or = 2 or 3. Values of CFI above 0.90 indicate good model fit. Parsimony closer to 1 is generally acceptable for good model fit. For RMSEA and RMR values below 0.05 indicate close fit, 0.08 indicate an adequate fit (Browne, Cudeck et al. 1993).

The CFA model fit the data well with CMIN/Df is 2.715 ; where DF (44-25) = 19, GFI = 0.90; CFI = 0.85; RMSEA = 0.033 based on the statistics , the model fits the data very well, generating good fit to the current data.

A χ^2 statistic is listed in the column between the tools and the path diagram. The value of $\chi^2$was 165.592 and degree of freedom (df) was found 19 at significant probability level of 0.00, such significant results was possible due to the large sample size. The value of other estimates was found as below mentioned.

Table No. 4.15 Confirmatory Factor Analysis Outcome

Model Estimate	**Obtain Value**	**Standard Value**
Chi-Square	165.592	
Df	19	
P-Value	0.00	**>.05**
RMSEA	0.033	**<.08**
NFI	0.904	**>.90**
IFI	0.924	**>.90**
CFI	0.859	**>.90**
RMR	0.623	**<.08**
GFI	0.901	**>.90**
AGFI	0.909	**>.90**
TLI	0.921	**>.90**
PNFI	0.52	**>.50**
PGFI	0.52	**>.50**

All value were under the satisfactory limit and shown a good model fit while the value of parsimonious Normed fit index (PNFI) and Parsimonious goodness of fit index (PCFI) were found high than the cutoff value which was possible because of large sample size.

Figure No. 4.6 Confirmatory Factor Analysis of Product Perception Unstandardized

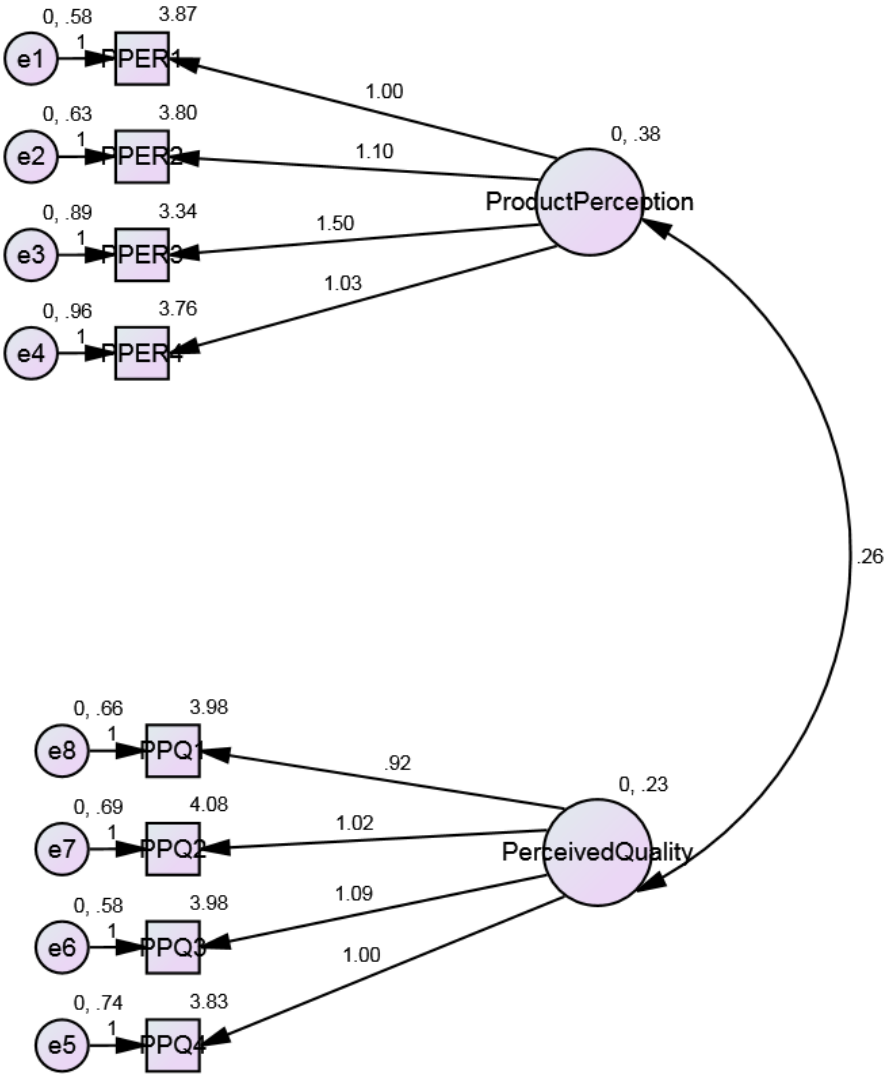


Figure No. 4.7 Confirmatory Factor Analysis of Product Perception Standardized

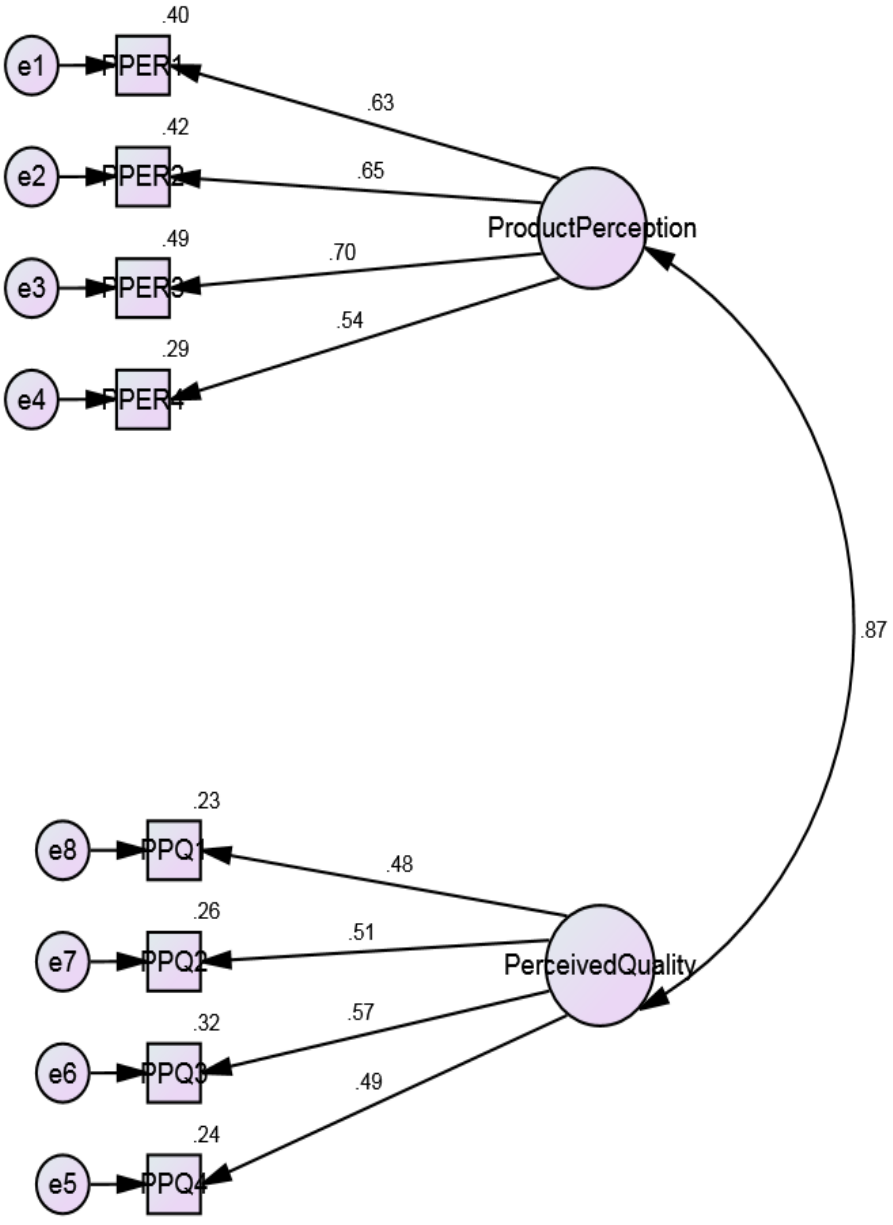


Table No. 4.16 Regression Weights

			Estimate	S.E.	C.R.	P	Label
PPER1	<---	Product Perception	1.000				
PPER2	<---	Product Perception	1.102	.091	12.109	***	
PPER3	<---	Product Perception	1.500	.118	12.678	***	
PPER4	<---	Product Perception	1.025	.096	10.645	***	
PPQ4	<---	Perceived Quality	1.000				
PPQ3	<---	Perceived Quality	1.091	.125	8.709	***	
PPQ2	<---	Perceived Quality	1.016	.124	8.209	***	
PPQ1	<---	Perceived Quality	.924	.116	7.942	***	

Table No. 4.17 Standardized Regression Weights

			Estimate
PPER1	<---	Product Perception	.631
PPER2	<---	Product Perception	.649
PPER3	<---	Product Perception	.701
PPER4	<---	Product Perception	.543
PPQ4	<---	Perceived Quality	.486
PPQ3	<---	Perceived Quality	.568
PPQ2	<---	Perceived Quality	.507
PPQ1	<---	Perceived Quality	.479

4.6.3 Confirmatory Factor Analysis for Brand Awareness

The CFA model fit the data well with CMIN/Df is 2.612 ; where DF (35-22) = 13, GFI = 0.91; CFI = 0.86; RMSEA = 0.073 based on the statistics , the model fits the data very well, generating good fit to the current data.

A χ^2 statistic is listed in the column between the tools and the path diagram. The value of $\chi^2$was 102.789 and degree of freedom (df) was found 13 at significant probability level of 0.00, such significant results was possible due to the large sample size. The value of other estimates was found as below mentioned. All value were under the satisfactory limit and shown a good model fit

Table No. 4.18 Confirmatory Factor Analysis Outcome

Model Estimate	Obtain Value	Standard Value
Chi-Square	102.789	
Df	13	
P-Value	0.00	**>.05**
RMSEA	0.073	**<.08**
NFI	0.902	**>.90**
IFI	0.921	**>.90**
CFI	0.860	**>.90**
RMR	0.062	**<.08**
GFI	0.915	**>.90**
AGFI	0.908	**>.90**
TLI	0.923	**>.90**
PNFI	0.61	**>.50**
PGFI	0.57	**>.50**

Figure No. 4.8 Confirmatory Factor Analysis of Brand Awareness Unstandardized

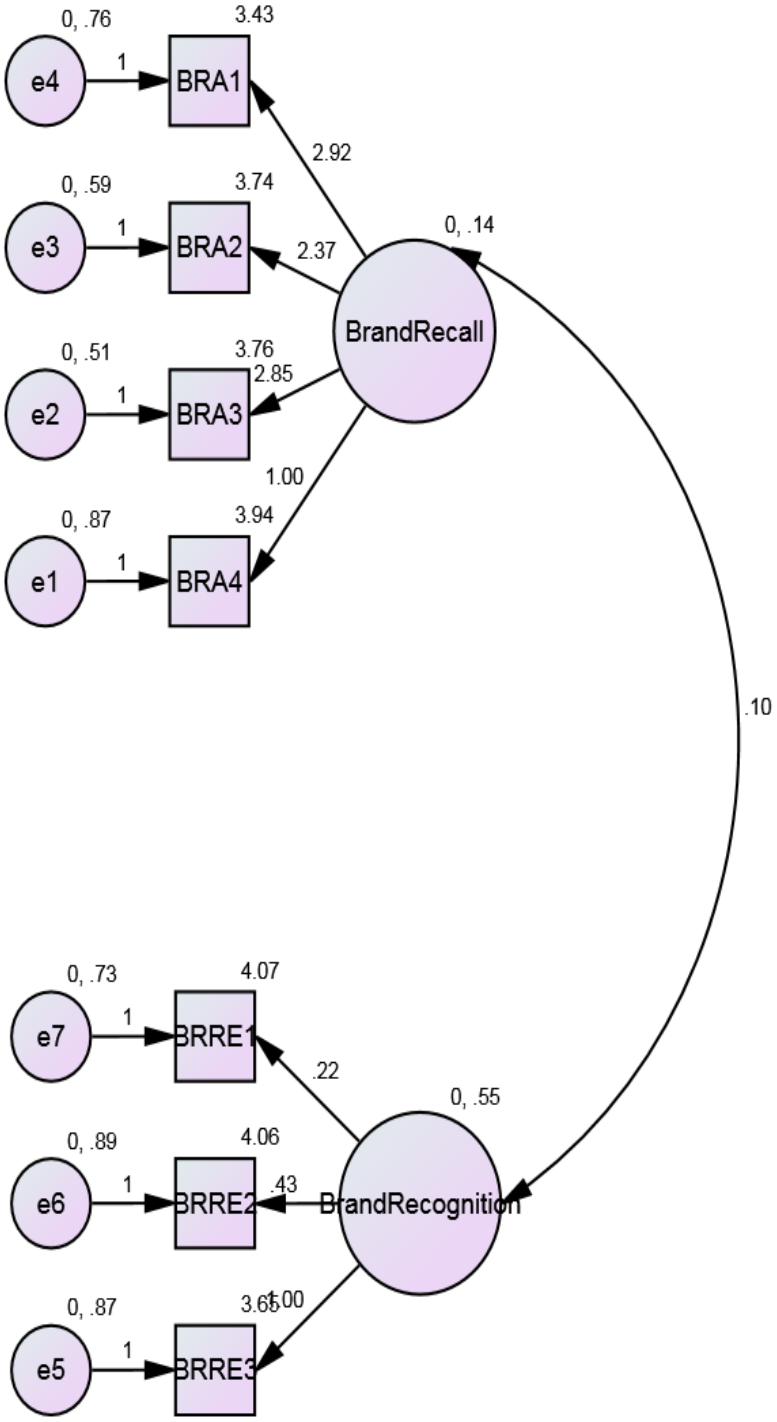


Figure No. 4.9 Confirmatory Factor Analysis of Brand Awareness Standardized

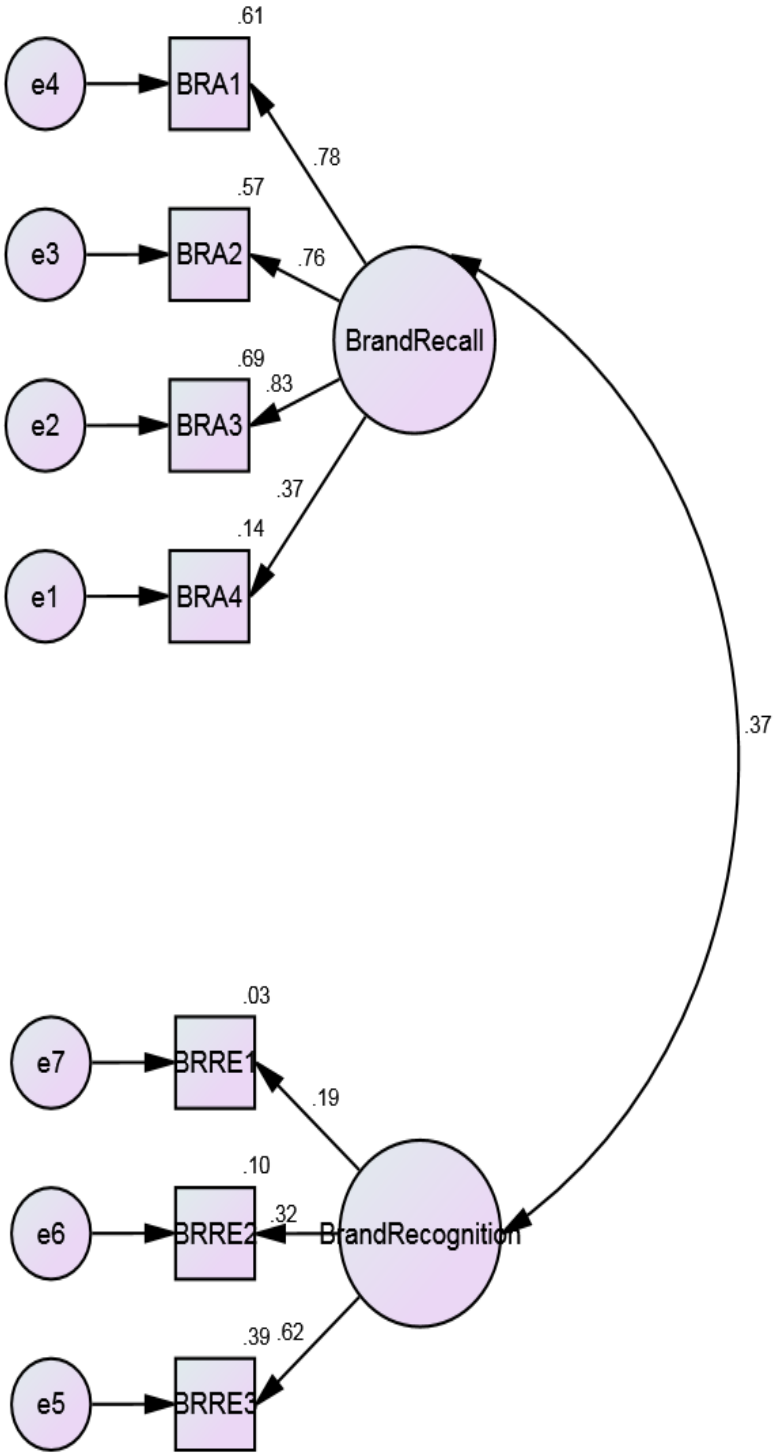


Table No. 4.19 Regression Weights

			Estimate	S.E.	C.R.	P	Label
BRA4	<---	Brand Recall	1.000				
BRA3	<---	Brand Recall	2.853	.328	8.696	***	
BRA2	<---	Brand Recall	2.371	.277	8.569	***	
BRA1	<---	Brand Recall	2.918	.339	8.621	***	
BRRE3	<---	Brand Recognition	1.000				
BRRE2	<---	Brand Recognition	.431	.141	3.045	.002	
BRRE1	<---	Brand Recognition	.220	.088	2.485	.013	

Table No. 4.20 Standardized Regression Weights

			Estimate
BRA4	<---	Brand Recall	.373
BRA3	<---	Brand Recall	.831
BRA2	<---	Brand Recall	.758
BRA1	<---	Brand Recall	.781
BRRE3	<---	Brand Recognition	.622
BRRE2	<---	Brand Recognition	.320
BRRE1	<---	Brand Recognition	.186

4.7 Regression analysis

H01: There is no positive and significant impact of Emotional Marketing factors on Product Perception.

Table No. 4.21 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.615[a]	.378	.373	2.63276	.378	73.634	5	605	.000	1.825

a. Predictors: (Constant), Kind of Advertisement, Emotional Traits, Image, Cultural Symbol, Meaning and Form

b. Dependent Variable: Product Perception

Table No. 4.22 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2551.953	5	510.391	73.634	.000[b]
	Residual	4193.517	605	6.931		
	Total	6745.470	610			

a. Dependent Variable: Product Perception

b. Predictors: (Constant), Kind of Advertisement, Emotional Traits, Image, Cultural Symbol, Meaning and Form

Table No. 4.23 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.324	1.006		.323	.747		
	Meaning and Form	.194	.076	.156	1.243	.004	.507	1.972
	Emotional Traits	.269	.048	.233	5.609	.000	.596	1.678
	Cultural Symbol	.186	.041	.188	4.507	.000	.588	1.700
	Image	.298	.078	-.154	-3.835	.000	.635	1.575
	Kind of Advertisement	.796	.081	.399	9.874	.000	.630	1.587

a. Dependent Variable: Product Perception

The table of model summary incorporates outcomes of overall effects of all the variables on the dependent variable. The overall effect of all the independent variables, Meaning and Form, Emotional Traits, Cultural Symbol, Image and Kind of Advertisement on the dependent variable, Product Perception is designated by adjusted R2 value. The adjusted R2 value is .373 suggesting that 37.3% variation in the dependent variable is contributed by the independent variables. In other words 37.3 % of Product Perception is foretold by the independent variables. The same table also contains the results of autocorrelation test in the dependent variable series. The autocorrelation is evaluated through Durbin-Watson test. The Durbin Watson value is 1.825 showing that the autocorrelation of the dependent variable is well within satisfactory range for linear regression.

The overall model incorporating Meaning and Form, Emotional Traits, Cultural Symbol, Image and Kind of Advertisement as independent variables and Product Perception as dependent variable is examined for goodness of fit using ANOVA. The value of F in the ANOVA summary table is 73.364, significant at 0% level of significance, designating that the model has high goodness of fit.

The impact of emotional marketing factors on Product Perception is assessed through computation of non-standardized and standardized coefficients of each independent variable in prediction of the dependent variable. The Unstandardized coefficients are used to develop the multiple regression equation. The equation for regression analysis from the coefficient table can be summarized below:

$$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4$$

Product Perception = .0324 + 0.194 (Meaning and Form) + 0.269 (Emotional Traits) + 0.186 (Cultural Symbol) + 0.298 (Image) + 0.796 (Kind of Advertisement).

H02: There is no positive and significant impact of Emotional marketing factors on Product Perceived Quality.

Table No. 4.24 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.489[a]	.239	.232	2.21926	.239	38.077	5	607	.000	1.769

a. Predictors: (Constant), Kind of Advertisement, Emotional Traits, Image, Cultural Symbol, Meaning and Form

b. Dependent Variable: Perceived Quality

Table No. 4.25 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	937.665	5	187.533	38.077	.000[b]
	Residual	2989.549	607	4.925		
	Total	3927.214	612			

a. Dependent Variable: Perceived Quality

b. Predictors: (Constant), Kind of Advertisement, Emotional Traits, Image, Cultural Symbol, Meaning and Form

Table No. 4.26 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.221	.848		6.158	.000		
	Meaning and Form	.451	.063	.352	7.126	.000	.513	1.949
	Emotional Traits	.147	.040	.054	1.178	.009	.594	1.682
	Cultural Symbol	.076	.035	.101	2.184	.029	.582	1.719
	Image	-.080	.065	-.055	-1.231	.219	.635	1.574
	Kind of Advertisement	.192	.068	.126	2.845	.005	.635	1.575

a. Dependent Variable: Perceived Quality

The table of model summary incorporates outcomes of overall effects of all the variables on the dependent variable except image. The overall effect of the independent variables, Meaning and Form, Emotional Traits, Cultural Symbol and Kind of Advertisement on the

dependent variable, Perceived Quality is designated by adjusted R2 value. The adjusted R2 value is .232 suggesting that 23.2% of the variation in the dependent variable is contributed by the independent variables. In other words 23.2 % of Perceived Quality is foretold by the independent variables. The same table also contains the results of autocorrelation test in the dependent variable series. The autocorrelation is evaluated through Durbin-Watson test. The Durbin Watson value is 1.769 showing that the autocorrelation of the dependent variable is within the satisfactory range for linear regression.

The overall model incorporating Meaning and Form, Emotional Traits, Cultural Symbol and Kind of Advertisement as independent variables and Perceived Quality as dependent variable is examined for goodness of fit using ANOVA. The value of F in the ANOVA table is 38.077, significant at 0% level of significance, designating hat the model has high goodness of fit.

The effect of emotional marketing factors on Perceived Quality is assessed through the computation of non-standardized and standardized coefficients of each independent variable in the prediction of the dependent variable. Unstandardized coefficients are used to develop multiple regression equation. The equation for regression analysis from the coefficient table can be summarized as below:

$Y = a + b_1 x_1 + b_2 x_{2+} b_3 x_{3+} b_4 x_4$

Perceived Quality = 5.221 + 0.451 (Meaning and Form) + 0.147 (Emotional Traits) + 0.076 (Cultural Symbol) + 0.192 (Kind of Advertisement).

H03: There is no positive and significant impact of Emotional Marketing factors on Brand Recall.

Table No. 4.27 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.518[a]	.268	.262	3.26340	.268	44.578	5	608	.000	1.968

a. Predictors: (Constant), Kind of Advertisement, Emotional Traits, Image, Cultural Symbol, Meaning and Form

b. Dependent Variable: Brand Recall

Table No. 4.28 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2373.730	5	474.746	44.578	.000[b]
	Residual	6475.060	608	10.650		
	Total	8848.790	613			

a. Dependent Variable: Brand Recall

b. Predictors: (Constant), Kind of Advertisement, Emotional Traits, Image, Cultural Symbol, Meaning and Form

Table No. 4.29 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.830	1.245		1.470	.142		
	Meaning and Form	.199	.093	.151	1.059	.000	.510	1.962
	Emotional Traits	.324	.059	.247	5.491	.000	.595	1.682
	Cultural Symbol	.246	.051	.218	4.812	.000	.584	1.713
	Image	.255	.096	.115	-2.655	.008	.637	1.570
	Kind of Advertisement	.482	.099	.211	4.849	.000	.633	1.580

a. Dependent Variable: Brand Recall

The table of model summary incorporates outcome of overall effects of all the variables on the dependent variable. The overall effect of the independent variables, Meaning and Form, Emotional Traits, Cultural Symbol and Kind of Advertisement on the dependent variable, Brand Recall is designated by adjusted R2 value. The adjusted R2 value is .262 suggesting that 26.2% of the variation in the dependent variable is contributed by the independent variables. In other words 26.2 % of Brand Recall is foretold by the independent variables. The same table also contains the results of autocorrelation test in

the dependent variable series. The autocorrelation is evaluated through Durbin-Watson test. The value of Durbin Watson is 1.968 showing that the autocorrelation of the dependent variable is within the satisfactory range for linear regression.

The overall model incorporating Meaning and Form, Emotional Traits, Cultural Symbol and Kind of Advertisement as independent variables and Brand Recall as dependent variable is examined for goodness of fit using ANOVA. The value of F in the ANOVA table is 44.578, significant at 0% level of significance, designating that the model has high goodness of fit.

The impact of emotional marketing factors on Brand Recall is assessed through the computation of non-standardized and standardized coefficients of each independent variable in the prediction of the dependent variable. Unstandardized coefficients are used to develop multiple regression equation. The equation for regression analysis from the coefficient table can be summarized as below:

$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4$

Brand Recall = 1.830 + 0.199 (Meaning and Form) + 0.324 (Emotional Traits) + 0.246 (Cultural Symbol) + 0.255 (Image) + 0.482 (Kind of Advertisement).

H04: There is no positive and significant impact of Emotional Marketing factors on Brand Recognition.

Table No. 4.30 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.477	.227	.219	2.12181	.228	7.442	5	608	.000	1.886

a. Predictors: (Constant), Kind of Advertisement, Emotional Traits, Image, Culture Symbol, Meaning and Form

b. Dependent Variable: Brand Recognition

Table No. 4.31 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.107	5	27.621	7.442	.000[b]
	Residual	2256.727	608	3.712		
	Total	2394.834	613			

a. Dependent Variable: Brand Recognition

b. Predictors: (Constant), Kind of Advertisement, Emotional Traits, Image, Culture Symbol, Meaning and Form

Table No. 4.32 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.910	.735		12.120	.000		
	Meaning and Form	.123	.055	.133	2.241	.025	.511	1.956
	Emotional Traits	.133	.035	.148	1.939	.001	.593	1.686
	Culture Symbol	.121	.030	.140	1.771	.001	.583	1.715
	Image	.147	.057	.128	2.588	.010	.637	1.569
	Kind of Advertisement	.237	.059	.199	4.032	.000	.633	1.579

a. Dependent Variable: Brand Recognition

The table of model summary incorporates outcomes of overall effects of all the variables on the dependent variable. The overall effect of all the independent variables, Meaning and Form, Emotional Traits, Cultural Symbol and Kind of Advertisement on the dependent variable, Brand Recognition is designated by adjusted R2 value. The adjusted R2 value is .219 suggesting that 21.9% of the variation in the dependent variable is contributed by the independent variables. In other words 21.9 % of Brand Recognition is foretold by the independent variables. The same table also contains the results of autocorrelation test in the dependent variable series. The autocorrelation is evaluated through Durbin-Watson test. The Durbin Watson value is 1.886 showing that the autocorrelation of the dependent variable is within the satisfactory range for linear regression.

The overall model incorporating Meaning and Form, Emotional Traits, Cultural Symbol and Kind of Advertisement as independent variables and Brand Recognition as dependent variable is examined for goodness of fit using ANOVA. The value of F in the ANOVA summary table is 7.442, significant at 0% level of significance, designating that the model has high goodness of fit.

The impact of emotional marketing factors on Brand Recognition is assessed through the computation of non-standardized and standardized coefficients of each independent variable in the prediction of the dependent variable. Unstandardized coefficients are used to develop multiple regression equations. The equation for regression analysis from the coefficient table can be summarized as below:

$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4$

Brand Recognition = 8.910 + 0.123 (Meaning and Form) + 0.133 (Emotional Traits) + 0.121 (Cultural Symbol) + 0.147 (Image) + 0.237 (Kind of Advertisement).

H05: There is no positive and significant impact of Emotional Marketing factors on Purchase Decision.

Table No. 4.33 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.649	.421	.416	2.52932	.253	40.990	5	605	.000	1.838

a. Predictors: (Constant), Kind of Advertisement, Emotional Traits, Image, Cultural Symbol, Meaning and Form
b. Dependent Variable: Purchase Decision

Table No. 4.34 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2325.633	5	465.127	40.990	.000[b]
	Residual	6865.055	605	11.347		
	Total	9190.687	610			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Kind of Advertisement, Emotional Traits, Image, Cultural Symbol, Meaning and Form

Table No. 4.35 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.075	1.287		2.389	.017		
	Meaning and Form	.206	.096	.154	1.102	.001	.512	1.955
	Emotional Traits	.229	.061	.170	3.729	.000	.594	1.682
	Cultural Symbol	.350	.053	.303	6.592	.000	.583	1.716
	Image	.330	.100	-.147	-3.311	.001	.630	1.586
	Kind of Advertisement	.428	.103	.184	4.150	.000	.631	1.585

a. Dependent Variable: Purchase Decision

The table of model summary incorporates outcomes of overall effects of all the variables on the dependent variable. The overall effect of all the independent variables, Meaning and Form, Emotional Traits, Cultural Symbol, Image and Kind of Advertisement on the dependent variable, Purchase Decision is designated by adjusted R2 value. The adjusted R2 value is .416 suggesting that 41.6% of the variation in the dependent variable is contributed by the independent variables. In other words 41.6 % of Purchase Decision is foretold by the independent variables. The same table also contains the results of the autocorrelation test in the dependent variable series. The autocorrelation is evaluated through Durbin-Watson test. The Durbin Watson value is 1.838 showing that the autocorrelation of the dependent variable is within the satisfactory range for linear regression.

The overall model incorporating meaning and form, emotional traits, cultural symbol, image, and kind of advertisement as independent variables and purchase decision as dependent variable is examined for goodness of fit using ANOVA. The value of F in the

ANOVA table is 40.990, significant at the 0% level of significance, designating that the model has high goodness of fit.

The impact of emotional marketing factors on purchase decision is assessed through the computation of non-standardized and standardized coefficients of each independent variable in the prediction of the dependent variable. Unstandardized coefficients are used to develop multiple regression equations. The equation for regression analysis from the coefficient table can be summarized below:

$Y = a + b_1 x_1 + b_2 x_{2+} b_3 x_{3+} b_4 x_4$

Purchase Decision = 3.075 + 0.206 (Meaning and Form) + 0.229 (Emotional Traits) + 0.350 (Cultural Symbol) + 0.330 (Image) + 0.428 (Kind of Advertisement).

H06: There is no positive and significant impact of Product Perception on Purchase Decision.

Table No. 4.36 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.571[a]	.326	.325	3.18262	.326	295.187	1	610	.000	2.169

a. Predictors: (Constant), Product Perception

b. Dependent Variable: Purchase Decision

Table No. 4.37 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2989.978	1	2989.978	295.187	.000[b]
	Residual	6178.746	610	10.129		
	Total	9168.724	611			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Perception

Table No. 4.38 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.895	.588		8.320	.000		
	Product Perception	.665	.039	.571	17.181	.000	1.000	1.000

a. Dependent Variable: Purchase Decision

The above table presents the outcomes of regression analysis between product perception and purchase decision. The overall effect of the independent variables, Product Perception on the dependent variable, Purchase Decision is designated by adjusted R2 value. The adjusted R2 value is .325 suggesting that 32.5% of the variation in the dependent variable is contributed by the independent variables. In other words 32.5 % of Purchase Decision is foretold by the Product Perception. The same table also contains the results of autocorrelation test in the dependent variable series. The autocorrelation is evaluated through Durbin-Watson test. The Durbin Watson value is 2.169 showing that the autocorrelation of the dependent variable is within the satisfactory range for linear regression.

The overall model incorporating Product Perception as independent variables and Purchase Decision as dependent variable is examined for goodness of fit using ANOVA. The value of F in the ANOVA table is 295.187, significant at 0% level of significance, designating that the model has high goodness of fit.

The equation for regression analysis from the coefficient table can be summarized as below:

$Y = a + b_1 x_1 + b_2 x_2$

Purchase Decision = 4.895 + 0.665 (Product Perception).

H07: There is no positive and significant impact of Product Perceived Quality on Purchase Decision.

Table No. 4.39 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.580	.337	.336	3.15994	.337	118.953	1	612	.000	1.877

a. Predictors: (Constant), Perceived Quality

b. Dependent Variable: Purchase Decision

Table No. 4.40 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1492.525	1	1492.525	118.953	.000[b]
	Residual	7678.850	612	12.547		
	Total	9171.375	613			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Perceived Quality

Table No. 4.41 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.953	.909		5.446	.000		
	Perceived Quality	.617	.057	.403	10.907	.000	1.000	1.000

a. Dependent Variable: Purchase Decision

The above table presents the outcome of regression analysis between Perceived Quality and Purchase Decision. The overall effect of the independent variables, Perceived Quality on the dependent variable, Purchase Decision is designated by adjusted R2 value. The adjusted R2 value is .336 suggesting that 33.6% of the variation in the dependent variable is contributed by the independent variables. In other words 33.6 % of Purchase Decision is foretold by the Perceived Quality. The same table also contains the results of

autocorrelation test in the dependent variable series. The autocorrelation is evaluated through Durbin-Watson test. The Durbin Watson value is 1.877 showing that the autocorrelation of the dependent variable is within the satisfactory range for linear regression.

The overall model incorporating Perceived Quality as independent variables and Purchase Decision as dependent variable is examined for goodness of fit using ANOVA. The value of F in the ANOVA summary table is 118.953, significant at 0% level of significance, designating that the model has high goodness of fit.

The equation for regression analysis from the coefficient table can be summarized as below:

$Y = a + b_1 x_1 + b_2 x_2$

Purchase Decision = 4.953 + 0.617 (Perceived Quality).

H08: There is no positive and significant impact of Brand Recall on Purchase Decision.

Table No. 4.42 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.865[a]	.749	.749	1.95116	.749	1829.890	1	613	.000	1.845

a. Predictors: (Constant), Brand Recall

b. Dependent Variable: Purchase Decision

Table No. 4.43 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6966.410	1	6966.410	1829.890	.000[b]
	Residual	2333.698	613	3.807		
	Total	9300.107	614			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Recall

Table No. 4.44 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.608	.317		5.080	.000		
	Brand Recall	.882	.021	.865	42.777	.000	1.000	1.000

a. Dependent Variable: Purchase Decision

The above table presents the outcomes of regression analysis between Brand Recall and Purchase Decision. The overall effect of the independent variables, Brand Recall on the dependent variable, Purchase Decision is designated by adjusted R2 value. The adjusted R2 value is .749 suggesting that 74.9% of the variation in the dependent variable is contributed by the independent variables. In other words 74.9 % of Purchase Decision is foretold by the Brand Recall.

The same table also contains the results of autocorrelation test in the dependent variable series. The autocorrelation is evaluated through Durbin-Watson test. The Durbin Watson value is 1.845 showing that the autocorrelation of the dependent variable is within the satisfactory range for linear regression.

The overall model incorporating Brand Recall as independent variables and Purchase Decision as dependent variable is examined for goodness of fit using ANOVA. The value of F in the ANOVA table is 1829.890, significant at 0% level of significance, designating that the model has high goodness of fit.

The equation for regression analysis from the coefficient table above can be summarized as below:

$Y = a + b_1 x_1 + b_2 x_2$

Purchase Decision = 1.608 + 0.882 (Brand Recall).

H09: There is no positive and significant impact of Brand Recognition on Purchase Decision.

Table No. 4.45 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.697[a]	.486	.485	2.77680	1.773

a. Predictors: (Constant), Brand Recognition

b. Dependent Variable: Purchase Decision

Table No. 4.46 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4389.093	1	4389.093	569.228	.000[b]
	Residual	4649.493	603	7.711		
	Total	9038.585	604			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Recognition

Table No. 4.47 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.914	.511		5.706	.000
	Brand Recognition	.819	.047	.697	23.859	.000

a. Dependent Variable: Purchase Decision

The above table presents the outcomes of regression analysis between Brand Recognition and Purchase Decision. The overall effect of the independent variables, Brand Recognition on the dependent variable, Purchase Decision is designated by adjusted R2 value. The adjusted R2 value is .485 suggesting that 48.5% of the variation in the dependent variable is contributed by the independent variables. In other words 48.5 % of Purchase Decision is foretold by the Brand Recognition. The same table also contains the results of autocorrelation test in the dependent variable series. The autocorrelation is evaluated through Durbin-Watson test. The Durbin Watson value is 1.773 showing that

the autocorrelation of the dependent variable is within the satisfactory range for linear regression.

The overall model incorporating Brand Recognition as independent variables and Purchase Decision as dependent variable is examined for goodness of fit using ANOVA. The value of F in the ANOVA table is 569.228, significant at 0% level of significance, designating that the model has high goodness of fit.

The equation for regression analysis from the coefficient table can be summarized as below:

$Y = a + b_1 x_1 + b_2 x_2$

Purchase Decision = 2.914 + 0.819 (Brand Recognition).

4.8 T-Test

A t-test is an analysis of two populations' means through the use of statistical examination; a t-test with two samples is commonly used with small sample sizes, testing the difference between the samples when the variances of two Normal distribution variables are not known. The independent t-test, also called the two sample t-test or student's t-test, is an inferential statistical test that determines whether there is a statistically significant difference between the means in two unrelated groups.

H010: There is no significant difference between Emotional Marketing factors on the basis of Gender.

H010a: There is no significant difference between Meaning and Form on the basis of Gender.

H010b: There is no significant difference between Emotional Traits on the basis of Gender.

H010c: There is no significant difference between Cultural Symbol on the basis of Gender.

H010d: There is no significant difference between Image on the basis of Gender.

H010e: There is no significant difference between Kind of Advertisement on the basis of Gender.

Independent Sample T-test between Emotional Marketing Factors and Gender of Customers

Table No. 4.48 Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
Meaning and Form	MALE	495	16.2869	1.93271	.08687
	FEMALE	125	17.1840	1.98537	.17758
Emotional Traits	MALE	493	15.6430	2.96907	.13372
	FEMALE	125	15.3280	2.58649	.23134
Cultural Symbol	MALE	495	14.8566	3.33270	.14979
	FEMALE	125	16.0560	3.49263	.31239
Image	MALE	495	12.3859	1.79704	.08077
	FEMALE	125	12.9760	1.34082	.11993
Kind of Advertisement	MALE	493	12.0811	1.65571	.07457
	FEMALE	124	12.3145	1.70779	.15336

Table No. 4.49 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Meaning and Form	Equal variances assumed	.722	.396	-4.612	618	.000	-.89713	.19453	-1.27916	-.51510

	Equal variances not assumed			-4.538	187.750	.000	-.89713	.19769	-1.28710	-.50716
Emotional Traits	Equal variances assumed	1.168	.280	1.086	616	.278	.31500	.29002	-.25455	.88456
	Equal variances not assumed			1.179	214.660	.240	.31500	.26721	-.21169	.84169
Cultural Symbol	Equal variances assumed	2.130	.145	-3.560	618	.000	-1.19943	.33688	-1.86100	-.53787
	Equal variances not assumed			-3.462	185.121	.001	-1.19943	.34645	-1.88293	-.51594
Image	Equal variances assumed	11.169	.001	-3.437	618	.001	-.59014	.17170	-.92733	-.25296
	Equal variances not assumed			-4.081	249.140	.000	-.59014	.14459	-.87492	-.30537
Kind of Advertisement	Equal variances assumed	.016	.900	-1.394	615	.164	-.23338	.16740	-.56212	.09536

	Equal variances not assumed			-1.369	185.442	.173	-.23338	.17053	-.56981	.10305

Interpretation:

Test1: The first independent sample t-test was computed between meaning and form and gender, the value of F is .722 and the significance value for leven's test for equality for variance is .396, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .000, less than .05. Therefore, the null hypotheses is declined and concluded that there is significant difference between Meaning and Form on the basis of gender.

Test2: The Second independent sample t-test was counted between emotional traits and gender, the value of F is 1.168 and the significance value for leven's test for equality for variance is .280, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .278, which is more than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between emotional traits on the basis of gender.

Test3: The Third independent sample t-test was computed between cultural symbols and gender, the value of F is 2.130 and the significance value for leven's test for equality for variance is .145, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .000, less than .05. Therefore, the null hypotheses is rejected and concluded that there is significant difference between cultural symbols on the basis of gender.

Test4: The fourth independent sample t-test was computed between image and gender, the value of F is 11.169 and the significance value for leven's test for equality for variance is .001, which is less than .05. This means that the population from which the sample was drawn has been no equal discrepancies. The significant value comes to .000, which is less than .05. Therefore, the null hypotheses is rejected and concluded that there is significant difference between Image on the basis of gender.

Test5: The fifth independent sample t-test was computed between kind of advertisement and gender, the value of F is .016 and the significance value for leven's test for equality for variance is .900, which is higher than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .164, which is more than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between kind of advertisement on the basis of gender.

H011: There is no significant difference between Product Perception among male and female.

Table No. 4.50 Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
Product Perception	MALE	492	14.7073	3.31504	.14945
	FEMALE	124	15.1694	3.35373	.30117

Table No. 4.51 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Product Perception	Equal variances assumed	2.177	.011	-1.384	614	.001	-.46204	.33389	-1.11775	.19367

	Equal variances not assumed			-1.374	188.178	.000	-.46204	.33622	-1.12528	.20120

The independent sample t-test was computed between product perception and gender, the value of F is 2.177 and the significance value for leven's test for equality for variance is .011, which is less than .05. This means that the population from which the sample was drawn has been no equal discrepancies. The significant value comes to .000, which is less than .05. Therefore, the null hypotheses is rejected and concluded that there is significant difference between product perception among male and female.

H012: There is no significant difference between Perceived Quality on the basis of Gender.

Table No. 4.52 Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
Perceived Quality	MALE	493	15.6815	2.54752	.11473
	FEMALE	125	16.5680	2.32911	.20832

Table No. 4.53 Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper

Perceived Quality	Equal variances assumed	.549	.459	-3.534	616	.000	-.88646	.25086	-1.37911	-.39381
	Equal variances not assumed			-3.727	205.861	.000	-.88646	.23783	-1.35535	-.41757

The independent sample t-test was computed between perceived quality and gender, the value of F is .549 and the significance value for leven's test for equality for variance is .459, which is more than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .000, which is less than .05. Therefore, the null hypotheses is rejected and concluded that there is significant difference on perceived quality on the basis of gender.

H013: There is no significant difference between Brand Recall on the basis of Gender.

Table No. 4.54 Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
Brand Recall	MALE	494	14.6842	3.73046	.16784
	FEMALE	125	15.5600	4.05487	.36268

Table No. 4.55 Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Recall	Equal variances assumed	3.468	.063	-2.303	617	.022	-.87579	.38025	-1.62253	-.12905
	Equal variances not assumed			-2.191	180.716	.030	-.87579	.39963	-1.66434	-.08724

The independent sample t-test was computed between brand recall and gender, the value of F is 3.468 and the significance value for leven's test for equality for variance is .063, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .022, which is less than .05. Therefore, the null hypotheses is rejected and concluded that there is significant difference between brand recall on the basis of gender.

H014: There is no significant difference between Brand Recognition on the basis of Gender.

Table No. 4.56 Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
Brand Recognition	MALE	494	11.8036	2.01413	.09062
	FEMALE	125	11.7440	1.91726	.17148

Table No. 4.57 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Brand Recognition	Equal variances assumed	.876	.350	.299	617	.765	.05964	.19975	-.33262	.45191
	Equal variances not assumed			.308	199.021	.759	.05964	.19396	-.32283	.44212

The independent sample t-test was computed between brand recognition and gender, the value of F is .876 and the significance value for leven's test for equality for variance is .0350, which is higher than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .765, which is greater than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between brand recognition on the basis of gender.

H015: There is no significant difference between Purchase Decision among male and female.

Table No. 4.58 Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
Purchase Decision	MALE	491	14.4725	3.83974	.17329

	FEMALE	125	15.7040	3.94728	.35306

Table No. 4.59 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase Decision	Equal variances assumed	1.034	.310	-3.183	614	.002	-1.23149	.38688	-1.99126	-.47173
	Equal variances not assumed			-3.131	188.176	.002	-1.23149	.39329	-2.00732	-.45567

The independent sample t-test was computed between purchase decision and gender, the value of F is 1.034 and the significance value for leven's test for equality for variance is .310, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .002, which is below .05. Therefore, the null hypotheses is rejected and concluded that there is significant difference on purchase decision among male and female.

H016: There is no significant difference between Emotional Marketing factors among different Marital Status.

H016a: There is no significant difference between Meaning and Form among different Marital Status.

H016b: There is no significant difference between Emotional Traits among different Marital Status.

H016c: There is no significant difference between Cultural Symbol among different Marital Status.

H016d: There is no significant difference between Image among different Marital Status.

H016e: There is no significant difference between Kind of Advertisement among different Marital Status.

Table No. 4.60 Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Meaning and Form	Single	217	16.5346	1.98605	.13482
	Married	403	16.4318	1.97047	.09816
Emotional Traits	Single	217	15.8249	2.80323	.19030
	Married	401	15.4464	2.94070	.14685
Culture Symbol	Single	217	15.3641	3.41039	.23151
	Married	403	14.9553	3.38536	.16864
Image	Single	217	12.5161	1.61617	.10971
	Married	403	12.4988	1.79049	.08919
Kind of Advertisement	Single	216	12.1111	1.58383	.10777
	Married	401	12.1372	1.71279	.08553

Table No. 4.61 Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper

Meaning and Form	Equal variances assumed	.021	.885	.618	618	.537	.10280	.16637	-.22393	.42953
	Equal variances not assumed			.616	439.343	.538	.10280	.16677	-.22496	.43056
Emotional Traits	Equal variances assumed	1.218	.270	1.552	616	.121	.37850	.24382	-.10033	.85733
	Equal variances not assumed			1.575	461.491	.116	.37850	.24037	-.09385	.85086
Cultural Symbol	Equal variances assumed	.023	.880	1.430	618	.153	.40872	.28579	-.15251	.96995
	Equal variances not assumed			1.427	439.536	.154	.40872	.28642	-.15420	.97164
Image	Equal variances assumed	3.679	.056	.119	618	.905	.01737	.14580	-.26895	.30369
	Equal variances not assumed			.123	482.588	.902	.01737	.14139	-.26045	.29519
Kind of Advertisement	Equal variances assumed	1.898	.169	-.185	615	.853	-.02605	.14085	-.30265	.25056

	Equal variances not assumed			-.189	470.777	.850	-.02605	.13758	-.29640	.24431

Interpretation:

Test1: The first independent sample t-test was computed between Meaning and Form and Marital Status, the value of F is .021 and the significance value for leven's test for equality for variance is .885, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .537, which is higher than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between Meaning and Form among different Marital Status.

Test2: The Second independent sample t-test was computed between Emotional Traits and Marital Status, the value of F is 1.218 and the significance value for leven's test for equality for variance is .270, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .121, which is higher than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference Emotional Traits among different Marital Status.

Test3: The Third independent sample t-test was computed between Cultural Symbol and Marital Status, the value of F is .023 and the significance value for leven's test for equality for variance is .880, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .153, which is higher than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between Cultural Symbol among different Marital Status.

Test4: The fourth independent sample t-test was computed between Image and Marital Status, the value of F is 3.679 and the significance value for leven's test for equality for variance is .056, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .905,

which is higher than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between Image among different Marital Status.

Test5: The fifth independent sample t-test was computed between Kind of Advertisement and Marital Status, the value of F is 1.898 and the significance value for leven's test for equality for variance is .169, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .853, which is higher than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between Kind of Advertisement among different Marital Status.

H017: There is no significant difference between Product Perception among different Marital Status.

Table No. 4.62 Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Product Perception	Single	217	15.0092	3.30823	.22458
	Married	399	14.6867	3.33319	.16687

Table No. 4.63 Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper

Product Perception	Equal variances assumed	.215	.941	1.150	614	.251	.32250	.28041	-.22818	.87318
	Equal variances not assumed			1.153	446.486	.250	.32250	.27979	-.22736	.87236

The independent sample t-test was computed between Product Perception and Marital Status, the value of F is .215 and the significance value for leven's test for equality for variance is .941, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .251, which is higher than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between Product Perception among different Marital Status.

H018: There is no significant difference between Perceived Quality among different Marital Status.

Table No. 4.64 Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Perceived Quality	Single	216	15.8009	2.65053	.18035
	Married	402	15.8930	2.46289	.12284

Table No. 4.65 Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Perceived Quality	Equal variances assumed	3.868	.052	-.432	616	.666	-.09211	.21344	-.51126	.32704
	Equal variances not assumed			-.422	413.095	.673	-.09211	.21821	-.52104	.33682

The independent sample t-test was computed between Perceived Quality and Marital Status, the value of F is 3.868 and the significance value for leven's test for equality for variance is .052, which is greater than .05. It mean the population from which sample has been taken have equal variances. The significant value comes to .666, which is higher than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between Perceived Quality among different Marital Status.

H019: There is no significant difference between Brand Recall among different Marital Status.

Table No. 4.66 Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Brand Recall	Single	217	15.3641	3.69825	.25105
	Married	402	14.5896	3.84788	.19191

Table No. 4.67 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Brand Recall	Equal variances assumed	1.842	.175	2.422	617	.016	.77450	.31978	.14652	1.40249
	Equal variances not assumed			2.451	457.967	.015	.77450	.31600	.15350	1.39550

The independent sample t-test was computed between Brand Recall and Marital Status, the value of F is 1.842 and the significance value for leven's test for equality for variance is .175, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .016, which is less than .05. Therefore, the null hypotheses is rejected and concluded that there is significant difference between Brand Recall among different Marital Status.

H020: There is no significant difference between Brand Recognition among different Marital Status.

Table No. 4.68 Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean

Brand Recognition	Single	216	12.0000	1.87269	.12742
	Married	403	11.6799	2.04897	.10207

Table No. 4.69 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Brand Recognition	Equal variances assumed	2.844	.092	1.908	617	.057	.32010	.16775	-.00934	.64954
	Equal variances not assumed			1.961	474.860	.051	.32010	.16326	-.00070	.64090

The independent sample t-test was computed between Brand Recognition and Marital Status, the value of F is 2.844 and the significance value for leven's test for equality for variance is .092, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .057, which is higher than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between Brand Recognition among different Marital Status.

H021: There is no significant difference between Purchase Decision among different Marital Status.

Table No. 4.70 Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Purchase Decision	Single	215	15.3767	3.78541	.25816
	Married	401	14.3716	3.90501	.19501

Table No. 4.71 Independent Samples Test

		Levene's Test for Equality of Variances		**t-test for Equality of Means**						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase Decision	Equal variances assumed	.195	.659	3.078	614	.002	1.00517	.32659	.36380	1.64655
	Equal variances not assumed			3.107	449.571	.002	1.00517	.32354	.36934	1.64100

The independent sample t-test was computed between Purchase Decision and Marital Status, the value of F is .195 and the significance value for leven's test for equality for variance is .659, which is greater than .05. This means that the population from which the sample was drawn has been equal discrepancies. The significant value comes to .002, which is less than .05. Therefore, the null hypotheses is rejected and concluded that there is significant difference between Purchase Decision among different Marital Status.

4.9 ANOVA Test

One-way analysis of variance (ANOVA) is used to determine whether there are statistically significant differences between the means of three or more independent (unrelated) groups. One-way ANOVA compares the means across groups and determines whether one of these means is statistically significantly different from the other. To be more precise, it tests the null hypothesis:

$$H_0: \mu_1 = \mu_2 = \mu_3 = \cdots = \mu_k$$

H022: There is no significant difference for Emotional Marketing factors among different Age group of respondents.

H022a: There is no significant difference for Meaning and Form among different Age group of respondents.

H022b: There is no significant difference for Emotional Traits among different Age group of respondents.

H022c: There is no significant difference for Cultural Symbol among different Age group of respondents.

H022d: There is no significant difference for Image among different Age group of respondents.

H022e: There is no significant difference for Kind of Advertisement among different Age group of respondents.

Table No. 4.72 Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Meaning and Form	20-30	186	16.4677	1.99500	.14628	16.1791	16.7563	12.00	20.00
	31-40	279	16.4516	1.95000	.11674	16.2218	16.6814	12.00	20.00
	41-50	93	16.4194	2.01798	.20925	16.0038	16.8350	12.00	20.00

	Above 50 years	62	16.6129	2.00291	.25437	16.1043	17.1215	12.00	20.00
	Total	620	16.4677	1.97495	.07932	16.3120	16.6235	12.00	20.00
Emotional Traits	20-30	186	15.5914	2.91218	.21353	15.1701	16.0127	6.00	20.00
	31-40	278	15.7014	2.77575	.16648	15.3737	16.0292	7.00	20.00
	41-50	93	15.3871	3.23040	.33498	14.7218	16.0524	7.00	20.00
	Above 50 years	61	15.2787	2.88751	.36971	14.5392	16.0182	8.00	20.00
	Total	618	15.5793	2.89655	.11652	15.3505	15.8081	6.00	20.00
Culture Symbol	20-30	186	15.2742	3.48512	.25554	14.7700	15.7783	5.00	20.00
	31-40	279	15.1900	3.25584	.19492	14.8063	15.5737	5.00	20.00
	41-50	93	14.5376	3.55870	.36902	13.8047	15.2705	5.00	20.00
	Above 50 years	62	15.0000	3.49707	.44413	14.1119	15.8881	6.00	20.00
	Total	620	15.0984	3.39700	.13643	14.8305	15.3663	5.00	20.00
Image	20-30	186	12.4624	1.76488	.12941	12.2071	12.7177	8.00	15.00
	31-40	279	12.6559	1.63699	.09800	12.4630	12.8488	8.00	15.00
	41-50	93	12.3441	1.84447	.19126	11.9642	12.7239	8.00	15.00
	Above 50 years	62	12.1935	1.82729	.23207	11.7295	12.6576	8.00	15.00
	Total	620	12.5048	1.73018	.06949	12.3684	12.6413	8.00	15.00
Kind of Advertisement	20-30	186	12.1613	1.64261	.12044	11.9237	12.3989	7.00	15.00
	31-40	277	12.1300	1.68467	.10122	11.9307	12.3292	8.00	15.00
	41-50	92	12.0435	1.70270	.17752	11.6909	12.3961	8.00	15.00
	Above 50 years	62	12.1452	1.64812	.20931	11.7266	12.5637	6.00	15.00
	Total	617	12.1280	1.66753	.06713	11.9962	12.2599	6.00	15.00

Table No. 4.73 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.

Meaning and Form	Between Groups	1.597	3	.532	.136	.939
	Within Groups	2412.758	616	3.917		
	Total	2414.355	619			
Emotional Traits	Between Groups	13.122	3	4.374	.520	.669
	Within Groups	5163.492	614	8.410		
	Total	5176.615	617			
Culture Symbol	Between Groups	37.932	3	12.644	1.096	.350
	Within Groups	7105.066	616	11.534		
	Total	7142.998	619			
Image	Between Groups	15.115	3	5.038	1.689	.168
	Within Groups	1837.871	616	2.984		
	Total	1852.985	619			
Kind of Advertisement	Between Groups	.883	3	.294	.105	.957
	Within Groups	1712.002	613	2.793		
	Total	1712.885	616			

The tests in the table above show the exclusion of ANOVA analysis between emotional marketing factors and age to measure whether there were statistically significant differences between our group means. The result shows that the sig. value of all emotional marketing factors is more than 0.05 and, therefore, there is no statistically significant difference in emotional marketing factors between the different age group of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in emotional marketing factors across the various age groups of respondents.

H023: There is no significant difference for Product Perception among different Age group of respondents.

Table No. 4.74 Descriptives

Product Perception

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		

20-30	184	14.9511	3.31132	.24411	14.4694	15.4327	6.00	20.00
31-40	279	14.8817	3.22930	.19333	14.5011	15.2623	6.00	20.00
41-50	91	14.1538	3.78571	.39685	13.3654	14.9423	4.00	19.00
Above 50 years	62	14.9355	3.02921	.38471	14.1662	15.7048	8.00	19.00
Total	616	14.8003	3.32530	.13398	14.5372	15.0634	4.00	20.00

Table No. 4.75 ANOVA

Product Perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	45.195	3	15.065	1.365	.253
Within Groups	6755.245	612	11.038		
Total	6800.440	615			

The tests in the table above show the exclusion of ANOVA analysis between product perception and age to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.253 (i.e., $p = .253$), more than 0.05 and, therefore, there is no statistically significant difference in product perception between the different age group of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in product perception across the various age groups of respondents.

H024: There is no significant difference for Perceived Quality among different Age group of respondents.

Table No. 4.76 Descriptives

Perceived Quality

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
20-30	185	15.8054	2.49673	.18356	15.4432	16.1676	9.00	20.00
31-40	278	15.9209	2.50650	.15033	15.6249	16.2168	8.00	20.00
41-50	93	15.7312	2.59238	.26882	15.1973	16.2651	8.00	20.00
Above 50 years	62	15.9516	2.66998	.33909	15.2736	16.6297	8.00	20.00
Total	618	15.8608	2.52829	.10170	15.6611	16.0606	8.00	20.00

Table No. 4.77 ANOVA

Perceived Quality

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.644	3	1.215	.189	.904
Within Groups	3940.388	614	6.418		
Total	3944.032	617			

The tests in the table above show the exclusion of ANOVA analysis between perceived quality and age to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.904 (i.e., $p = .904$), more than 0.05 and, therefore, there is no statistically significant difference in perceived quality between the different age group of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in perceived quality across the various age groups of respondents.

H025: There is no significant difference for Brand Recall among different Age group of respondents.

Table No. 4.78 Descriptives

Brand Recall

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
20-30	186	14.9731	3.94754	.28945	14.4021	15.5442	5.00	20.00
31-40	279	15.0538	3.60066	.21557	14.6294	15.4781	7.00	20.00
41-50	93	14.5914	4.04657	.41961	13.7580	15.4248	6.00	20.00
Above 50 years	61	14.0492	3.92185	.50214	13.0447	15.0536	6.00	20.00
Total	619	14.8611	3.81108	.15318	14.5602	15.1619	5.00	20.00

Table No. 4.79 ANOVA

Brand Recall

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	59.667	3	19.889	1.372	.250
Within Groups	8916.385	615	14.498		

Total	8976.052	618			

The tests in the table above show the exclusion of ANOVA analysis between brand recall and age to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.250 (i.e., $p = .250$), more than 0.05 and, therefore, there is no statistically significant difference in brand recall between the different age group of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in brand recall across the various age groups of respondents.

H026: There is no significant difference for Brand Recognition among different Age group of respondents.

Table No. 4.80 Descriptives

Brand Recognition

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
20-30	185	11.8000	1.98582	.14600	11.5120	12.0880	6.00	15.00
31-40	279	11.7706	1.94651	.11653	11.5412	12.0000	6.00	15.00
41-50	93	11.7419	2.20623	.22878	11.2876	12.1963	5.00	15.00
Above 50 years	62	11.9355	1.93222	.24539	11.4448	12.4262	5.00	15.00
Total	619	11.7916	1.99356	.08013	11.6342	11.9490	5.00	15.00

Table No. 4.81 ANOVA

Brand Recognition

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.649	3	.550	.138	.937
Within Groups	2454.467	615	3.991		
Total	2456.116	618			

The tests in the table above show the exclusion of ANOVA analysis between brand recognition and age to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.937 (i.e., $p = .937$),

more than 0.05 and, therefore, there is no statistically significant difference in brand recognition between the different age group of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in brand recognition across the various age groups of respondents.

H027: There is no significant difference for Purchase Decision among different Age group of respondents.

Table No. 4.82 Descriptives

Purchase Decision

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
20-30	185	14.9081	4.08832	.30058	14.3151	15.5011	4.00	20.00
31-40	277	14.6462	3.82750	.22997	14.1935	15.0989	4.00	20.00
41-50	92	14.8152	3.84573	.40095	14.0188	15.6116	4.00	20.00
Above 50 years	62	14.3710	3.68085	.46747	13.4362	15.3057	7.00	20.00
Total	616	14.7224	3.89027	.15674	14.4146	15.0302	4.00	20.00

Table No. 4.83 ANOVA

Purchase Decision

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.438	3	5.479	.361	.781
Within Groups	9291.093	612	15.182		
Total	9307.531	615			

The tests in the table above show the exclusion of ANOVA analysis between purchase decision and age to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.781 (i.e., $p = .781$), more than 0.05 and, therefore, there is no statistically significant difference in purchase decision between the different age group of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in purchase decision across the various age groups of respondents.

H028: There is no significant difference for Emotional Marketing factors among different Educational background of respondents.

H028a: There is no significant difference for Meaning and Form among different Educational background of respondents.

H028b: There is no significant difference for Emotional Traits among different Educational background of respondents.

H028c: There is no significant difference for Culture Symbol among different Educational background of respondents.

H028d: There is no significant difference for Image among different Educational background of respondents.

H028e: There is no significant difference for Kind of Advertisement among different Educational background of respondents.

Table No. 4.84 Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Meaning and Form	Higher Secondary	29	16.0690	2.25089	.41798	15.2128	16.9252	13.00	20.00
	Graduate	183	16.3770	1.83821	.13588	16.1089	16.6452	12.00	20.00
	Post Graduate	284	16.5599	1.99113	.11815	16.3273	16.7924	12.00	20.00
	OTHERS	124	16.4839	2.06985	.18588	16.1159	16.8518	12.00	20.00
	Total	620	16.4677	1.97495	.07932	16.3120	16.6235	12.00	20.00
Emotional Traits	Higher Secondary	29	15.3448	3.41505	.63416	14.0458	16.6438	9.00	20.00

	Graduate	182	15.8242	2.44765	.18143	15.4662	16.1822	7.00	20.00
	Post Graduate	283	16.1378	2.61584	.15550	15.8317	16.4439	6.00	20.00
	OTHERS	124	14.0000	3.40492	.30577	13.3947	14.6053	7.00	20.00
	Total	618	15.5793	2.89655	.11652	15.3505	15.8081	6.00	20.00
Culture Symbol	Higher Secondary	29	14.7586	3.59221	.66706	13.3922	16.1250	7.00	20.00
	Graduate	183	15.5792	3.18012	.23508	15.1154	16.0431	7.00	20.00
	Post Graduate	284	15.4331	3.28705	.19505	15.0492	15.8170	5.00	20.00
	OTHERS	124	13.7016	3.56583	.32022	13.0678	14.3355	5.00	20.00
	Total	620	15.0984	3.39700	.13643	14.8305	15.3663	5.00	20.00
Image	Higher Secondary	29	12.2759	2.11958	.39360	11.4696	13.0821	8.00	15.00
	Graduate	183	12.3825	1.82959	.13525	12.1157	12.6494	8.00	15.00
	Post Graduate	284	12.5211	1.66110	.09857	12.3271	12.7151	8.00	15.00
	OTHERS	124	12.7016	1.63289	.14664	12.4114	12.9919	8.00	15.00
	Total	620	12.5048	1.73018	.06949	12.3684	12.6413	8.00	15.00
Kind of Advertisement	Higher Secondary	29	12.1034	1.89633	.35214	11.3821	12.8248	9.00	15.00
	Graduate	183	12.0492	1.65841	.12259	11.8073	12.2911	8.00	15.00
	Post Graduate	281	12.3167	1.53159	.09137	12.1369	12.4966	7.00	15.00
	OTHERS	124	11.8226	1.87430	.16832	11.4894	12.1558	6.00	15.00
	Total	617	12.1280	1.66753	.06713	11.9962	12.2599	6.00	15.00

Table No. 4.85 Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Meaning and Form	1.742	3	616	.157
Emotional Traits	13.445	3	614	.132
Culture Symbol	1.223	3	616	.300
Image	1.832	3	616	.140
Kind of Advertisement	3.276	3	613	.051

The assumption of homogeneity of variance is the statistical assumption that needs to be tested for when comparing three or more independent groups on a continuous outcome with ANOVA. In order to meet the assumption of homogeneity of variance, the *p*-value for Levene's Test should above .05. The value is more than .05 for emotional marketing factors so this full fill the assumption for ANOVA.

Table No. 4.86 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Meaning and Form	Between Groups	8.559	3	2.853	1.731	.001
	Within Groups	2405.796	616	3.906		
	Total	2414.355	619			
Emotional Traits	Between Groups	410.064	3	136.688	17.607	.000
	Within Groups	4766.551	614	7.763		
	Total	5176.615	617			
Culture Symbol	Between Groups	319.398	3	106.466	9.611	.000
	Within Groups	6823.600	616	11.077		
	Total	7142.998	619			
Image	Between Groups	9.135	3	3.045	1.017	.004
	Within Groups	1843.850	616	2.993		
	Total	1852.985	619			
Kind of Advertisement	Between Groups	22.730	3	7.577	2.748	.042
	Within Groups	1690.155	613	2.757		

Total	1712.885	616			

Table No. 4.87 Multiple Comparisons

Bonferroni

Dependent Variable	(I) EDUCATION	(J) EDUCATION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Meaning and Form	Higher Secondary	Graduate	-.30808	.39499	1.000	-1.3535	.7374
		Post Graduate	-.49089	.38526	1.000	-1.5106	.5288
		OTHERS	-.41491	.40764	1.000	-1.4938	.6640
	Graduate	Higher Secondary	.30808	.39499	1.000	-.7374	1.3535
		Post Graduate	-.18281	.18733	1.000	-.6786	.3130
		OTHERS	-.10682	.22986	1.000	-.7152	.5016
	Post Graduate	Higher Secondary	.49089	.38526	1.000	-.5288	1.5106
		Graduate	.18281	.18733	1.000	-.3130	.6786
		OTHERS	.07599	.21272	1.000	-.4870	.6390
	OTHERS	Higher Secondary	.41491	.40764	1.000	-.6640	1.4938
		Graduate	.10682	.22986	1.000	-.5016	.7152
		Post Graduate	-.07599	.21272	1.000	-.6390	.4870
Emotional Traits	Higher Secondary	Graduate	-.47935	.55709	1.000	-1.9539	.9952
		Post Graduate	-.79298	.54325	.869	-2.2309	.6449
		OTHERS	1.34483	.57472	.118	-.1764	2.8660
	Graduate	Higher Secondary	.47935	.55709	1.000	-.9952	1.9539
		Post Graduate	-.31363	.26474	1.000	-1.0143	.3871
		OTHERS	1.82418*	.32444	.000	.9654	2.6829
	Post Graduate	Higher Secondary	.79298	.54325	.869	-.6449	2.2309
		Graduate	.31363	.26474	1.000	-.3871	1.0143
		OTHERS	2.13781*	.30006	.000	1.3436	2.9320
	OTHERS	Higher Secondary	-1.34483	.57472	.118	-2.8660	.1764
		Graduate	-1.82418*	.32444	.000	-2.6829	-.9654
		Post Graduate	-2.13781*	.30006	.000	-2.9320	-1.3436
Culture	Higher	Graduate	-.82061	.66521	1.000	-2.5813	.9401

Symbol	Secondary	Post Graduate	-.67448	.64883	1.000	-2.3918	1.0428
		OTHERS	1.05701	.68652	.745	-.7601	2.8741
	Graduate	Higher Secondary	.82061	.66521	1.000	-.9401	2.5813
		Post Graduate	.14614	.31549	1.000	-.6889	.9812
		OTHERS	1.87762*	.38712	.000	.8530	2.9023
	Post Graduate	Higher Secondary	.67448	.64883	1.000	-1.0428	2.3918
		Graduate	-.14614	.31549	1.000	-.9812	.6889
		OTHERS	1.73149*	.35824	.000	.7833	2.6797
	OTHERS	Higher Secondary	-1.05701	.68652	.745	-2.8741	.7601
		Graduate	-1.87762*	.38712	.000	-2.9023	-.8530
		Post Graduate	-1.73149*	.35824	.000	-2.6797	-.7833
Image	Higher Secondary	Graduate	-.10665	.34579	1.000	-1.0219	.8086
		Post Graduate	-.24526	.33728	1.000	-1.1380	.6474
		OTHERS	-.42575	.35687	1.000	-1.3703	.5188
	Graduate	Higher Secondary	.10665	.34579	1.000	-.8086	1.0219
		Post Graduate	-.13861	.16400	1.000	-.5727	.2955
		OTHERS	-.31910	.20124	.680	-.8517	.2135
	Post Graduate	Higher Secondary	.24526	.33728	1.000	-.6474	1.1380
		Graduate	.13861	.16400	1.000	-.2955	.5727
		OTHERS	-.18049	.18622	1.000	-.6734	.3124
	OTHERS	Higher Secondary	.42575	.35687	1.000	-.5188	1.3703
		Graduate	.31910	.20124	.680	-.2135	.8517
		Post Graduate	.18049	.18622	1.000	-.3124	.6734
Kind of Advertisement	Higher Secondary	Graduate	.05427	.33188	1.000	-.8242	.9327
		Post Graduate	-.21328	.32386	1.000	-1.0705	.6439
		OTHERS	.28087	.34251	1.000	-.6257	1.1874
	Graduate	Higher Secondary	-.05427	.33188	1.000	-.9327	.8242
		Post Graduate	-.26755	.15773	.542	-.6850	.1499
		OTHERS	.22660	.19314	1.000	-.2846	.7378
	Post Graduate	Higher Secondary	.21328	.32386	1.000	-.6439	1.0705
		Graduate	.26755	.15773	.542	-.1499	.6850
		OTHERS	.49415*	.17902	.036	.0203	.9680

OTHERS	Higher Secondary	-.28087	.34251	1.000	-1.1874	.6257
	Graduate	-.22660	.19314	1.000	-.7378	.2846
	Post Graduate	-.49415*	.17902	.036	-.9680	-.0203

*. The mean difference is significant at the 0.05 level.

The test in the above table shows the output of the ANOVA analysis between emotional marketing factors and education to measure whether there is a statistically significant difference between our group means. A result shows that the significance value for all emotional factors is below 0.05 and, therefore, there is statistically significant difference for emotional factors among different education background of the respondents. **Thus our null hypothesis was rejected.** This indicates there is significant difference for emotional marketing factors among different education background of respondents. A Bonferroni post hoc test showed that in emotional traits there is statistically significant difference between Graduate and others group (p = .000), and Post Graduate and other group (p = .000). In culture symbol there is statistically significant difference between Graduate and others group (p = .000), and Post graduate and other group (p = .000). In kind of advertisement there is statistically significant difference between Post Graduate and others group (p = .000).

H029: There is no significant difference for Product Perception among different Educational background of respondents.

Table No. 4.88 Descriptives

Product Perception

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Higher Secondary	29	14.6207	3.95884	.73514	13.1148	16.1266	6.00	20.00
Graduate	181	15.0276	3.41798	.25406	14.5263	15.5289	6.00	19.00
Post Graduate	284	15.3556	2.83285	.16810	15.0248	15.6865	4.00	20.00
OTHERS	122	13.2131	3.61638	.32741	12.5649	13.8613	6.00	20.00
Total	616	14.8003	3.32530	.13398	14.5372	15.0634	4.00	20.00

Table No. 4.89 Test of Homogeneity of Variances

Product Perception

Levene Statistic	df1	df2	Sig.
9.370	3	612	.512

In order to meet the assumption of homogeneity of variance, the *p*-value for Levene's Test should above .05. The value is more than .05 for product perception so this full fill the assumption for ANOVA.

Table No. 4.90 ANOVA

Product Perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	405.210	3	135.070	12.926	.000
Within Groups	6395.229	612	10.450		
Total	6800.440	615			

Table No. 4.91 Multiple Comparisons

Dependent Variable: Product Perception

Bonferroni

(I) EDUCATION	(J) EDUCATION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Higher Secondary	Graduate	-.40693	.64658	1.000	-2.1183	1.3045
	Post Graduate	-.73494	.63018	1.000	-2.4030	.9331
	OTHERS	1.40757	.66782	.213	-.3601	3.1752
Graduate	Higher Secondary	.40693	.64658	1.000	-1.3045	2.1183
	Post Graduate	-.32801	.30745	1.000	-1.1418	.4858
	OTHERS	1.81451*	.37866	.000	.8122	2.8168
Post Graduate	Higher Secondary	.73494	.63018	1.000	-.9331	2.4030
	Graduate	.32801	.30745	1.000	-.4858	1.1418
	OTHERS	2.14252*	.34993	.000	1.2163	3.0687
OTHERS	Higher Secondary	-1.40757	.66782	.213	-3.1752	.3601
	Graduate	-1.81451*	.37866	.000	-2.8168	-.8122
	Post Graduate	-2.14252*	.34993	.000	-3.0687	-1.2163

*. The mean difference is significant at the 0.05 level.

The test in the table above shows the exclusion of ANOVA analysis between product perception and educational level to measure whether there were statistically significant differences between our group means. The result shows that the significance value is 0.000 (i.e., $p = .000$), which is below 0.05 and, therefore, there is statistically significant difference in product perception among different educational background of the respondents. **Thus our null assumption was rejected.** This suggests there is significant difference in product perception among different educational level of respondents. A Bonferroni post hoc test showed that there is statistically significant difference between Graduate and others group ($p = .000$), and Post Graduate and other group ($p = .000$).

H030: There is no significant difference for Perceived Quality among different Educational background of respondents.

Table No. 4.92 Descriptives

Perceived Quality

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Higher Secondary	29	15.7931	2.36612	.43938	14.8931	16.6931	10.00	19.00
Graduate	183	15.6995	2.30679	.17052	15.3630	16.0359	8.00	20.00
Post Graduate	283	16.1201	2.59289	.15413	15.8167	16.4235	8.00	20.00
OTHERS	123	15.5203	2.69289	.24281	15.0397	16.0010	8.00	20.00
Total	618	15.8608	2.52829	.10170	15.6611	16.0606	8.00	20.00

Table No. 4.93 ANOVA

Perceived Quality

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.189	3	12.730	2.001	.113
Within Groups	3905.843	614	6.361		
Total	3944.032	617			

The tests in the table above show the exclusion of ANOVA analysis between perceived quality and educational level to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.113

(i.e., $p = .113$), more than 0.05 and, therefore, there is no statistically significant difference in perceived quality between the different educational level of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in perceived quality across the various educational levels of respondents.

H031: There is no significant difference for Brand Recall among different Educational background of respondents.

Table No. 4.94 Descriptives

Brand Recall

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Higher Secondary	29	14.3793	3.97684	.73848	12.8666	15.8920	6.00	20.00
Graduate	183	14.7760	3.82431	.28270	14.2182	15.3337	5.00	20.00
Post Graduate	284	15.7993	3.26322	.19364	15.4181	16.1804	5.00	20.00
OTHERS	123	12.9350	4.19160	.37794	12.1868	13.6831	6.00	20.00
Total	619	14.8611	3.81108	.15318	14.5602	15.1619	5.00	20.00

Table No. 4.95 Test of Homogeneity of Variances

Brand Recall

Levene Statistic	df1	df2	Sig.
9.238	3	615	.243

In order to meet the assumption of homogeneity of variance, the *p*-value for Levene's Test should above .05. The value is more than .05 for brand recall so this full fill the assumption for ANOVA.

Table No. 4.96 ANOVA

Brand Recall

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	714.370	3	238.123	17.726	.000
Within Groups	8261.681	615	13.434		
Total	8976.052	618			

Table No. 4.97 Multiple Comparisons

Dependent Variable: Brand Recall

Bonferroni

(I) EDUCATION	(J) EDUCATION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Higher Secondary	Graduate	-.39665	.73255	1.000	-2.3356	1.5423
	Post Graduate	-1.41999	.71451	.284	-3.3112	.4712
	OTHERS	1.44435	.75660	.340	-.5582	3.4469
Graduate	Higher Secondary	.39665	.73255	1.000	-1.5423	2.3356
	Post Graduate	-1.02334*	.34743	.020	-1.9429	-.1037
	OTHERS	1.84100*	.42735	.000	.7099	2.9721
Post Graduate	Higher Secondary	1.41999	.71451	.284	-.4712	3.3112
	Graduate	1.02334*	.34743	.020	.1037	1.9429
	OTHERS	2.86434*	.39562	.000	1.8172	3.9115
OTHERS	Higher Secondary	-1.44435	.75660	.340	-3.4469	.5582
	Graduate	-1.84100*	.42735	.000	-2.9721	-.7099
	Post Graduate	-2.86434*	.39562	.000	-3.9115	-1.8172

*. The mean difference is significant at the 0.05 level.

The test in the above table shows the output of the ANOVA analysis between brand recall and education to measure whether there is a statistically significant difference between our group means. A result shows that the significance value is 0.00 (i.e., $p = .000$), which is below 0.05 and, therefore, there is statistically significant difference for brand recall among different education background of the respondents. **Thus our null hypothesis was rejected.** This indicates there is significant difference for brand recall among different education background of respondents. A Bonferroni post hoc test showed that there is statistically significant difference between Graduate and Post Graduate group and with others group.

H032: There is no significant difference for Brand Recognition among different Educational background of respondents.

Table No. 4.98 Descriptives

Brand Recognition

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Higher Secondary	29	12.1034	1.85828	.34507	11.3966	12.8103	7.00	15.00
Graduate	183	11.6175	2.08504	.15413	11.3134	11.9216	5.00	15.00
Post Graduate	284	11.8521	1.87958	.11153	11.6326	12.0717	6.00	15.00
OTHERS	123	11.8374	2.14007	.19296	11.4554	12.2194	5.00	15.00
Total	619	11.7916	1.99356	.08013	11.6342	11.9490	5.00	15.00

Table No. 4.99 ANOVA

Brand Recognition

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.666	3	3.222	.810	.489
Within Groups	2446.450	615	3.978		
Total	2456.116	618			

The tests in the table above show the exclusion of ANOVA analysis between brand recognition and educational level to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.489 (i.e., $p = .489$), more than 0.05 and, therefore, there is no statistically significant difference in brand recognition between the different educational level of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in brand recognition across the various educational levels of respondents.

H033: There is no significant difference for Purchase Decision among different Educational background of respondents.

Table No. 4.100 Descriptives

Purchase Decision

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		

Higher Secondary	29	14.4138	4.16205	.77287	12.8306	15.9970	8.00	20.00
Graduate	180	14.4944	3.86142	.28781	13.9265	15.0624	4.00	20.00
Post Graduate	284	15.6373	3.44858	.20464	15.2345	16.0401	6.00	20.00
OTHERS	123	13.0163	4.22713	.38115	12.2617	13.7708	4.00	20.00
Total	616	14.7224	3.89027	.15674	14.4146	15.0302	4.00	20.00

Table No. 4.101 Test of Homogeneity of Variances

Purchase Decision

Levene Statistic	df1	df2	Sig.
3.666	3	612	.112

In order to meet the assumption of homogeneity of variance, the *p*-value for Levene's Test should above .05. The value is more than .05 for purchase decision so this full fill the assumption for ANOVA.

Table No. 4.102 ANOVA

Purchase Decision

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	607.890	3	202.630	14.255	.000
Within Groups	8699.641	612	14.215		
Total	9307.531	615			

Table No. 4.103 Multiple Comparisons

Dependent Variable: Purchase Decision

Bonferroni

(I) EDUCATION	(J) EDUCATION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Higher Secondary	Graduate	-.08065	.75442	1.000	-2.0775	1.9162
	Post Graduate	-1.22353	.73500	.579	-3.1690	.7219
	OTHERS	1.39753	.77830	.438	-.6625	3.4576
Graduate	Higher Secondary	.08065	.75442	1.000	-1.9162	2.0775
	Post Graduate	-1.14288*	.35920	.009	-2.0936	-.1921
	OTHERS	1.47818*	.44107	.005	.3107	2.6456

Post Graduate	Higher Secondary	1.22353	.73500	.579	-.7219	3.1690
	Graduate	1.14288*	.35920	.009	.1921	2.0936
	OTHERS	2.62106*	.40697	.000	1.5439	3.6983
OTHERS	Higher Secondary	-1.39753	.77830	.438	-3.4576	.6625
	Graduate	-1.47818*	.44107	.005	-2.6456	-.3107
	Post Graduate	-2.62106*	.40697	.000	-3.6983	-1.5439

*. The mean difference is significant at the 0.05 level.

The test in the table above shows the exclusion of ANOVA analysis between purchase decision and educational level to measure whether there were statistically significant differences between our group means. The result shows that the significance value is 0.000 (i.e., $p = .000$), which is below 0.05 and, therefore, there is statistically significant difference in purchase decision among different educational level of the respondents. **Hence our null hypothesis was rejected.** This suggests that there is significant difference in purchase decision across the various educational levels of respondents. A Bonferroni post hoc test showed that there is statistically significant difference between Graduate and Post Graduate group ($p = .009$), Graduate and other group ($p = .005$) and Post Graduate and others group ($p = .000$).

H034: There is no significant difference for Emotional Marketing factors among Income of respondents.

H034a: There is no significant difference for Meaning and Form among Income of respondents.

H034b: There is no significant difference for Emotional Traits among Income of respondents.

H034c: There is no significant difference for Cultural Symbol among Income of respondents.

H034d: There is no significant difference for Image among Income of respondents.

H034e: There is no significant difference for Kind of Advertisement among Income of respondents.

Table No. 4.104 Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Meaning and Form	0-5 Lakhs	93	16.3011	1.97696	.20500	15.8939	16.7082	13.00	20.00
	5-10 Lakhs	155	16.4839	1.95187	.15678	16.1742	16.7936	12.00	20.00
	10-15 Lakhs	186	16.4355	1.89698	.13909	16.1611	16.7099	12.00	20.00
	15-20 Lakhs	112	16.5357	2.14740	.20291	16.1336	16.9378	12.00	20.00
	Above 20 Lakhs	74	16.6216	1.97729	.22985	16.1635	17.0797	13.00	20.00
	Total	620	16.4677	1.97495	.07932	16.3120	16.6235	12.00	20.00
Emotional Traits	0-5 Lakhs	92	15.4348	2.82572	.29460	14.8496	16.0200	7.00	20.00
	5-10 Lakhs	155	15.2774	3.06326	.24605	14.7914	15.7635	7.00	20.00
	10-15 Lakhs	185	15.8865	2.70729	.19904	15.4938	16.2792	7.00	20.00
	15-20 Lakhs	112	15.7321	2.80599	.26514	15.2067	16.2575	6.00	20.00
	Above 20 Lakhs	74	15.3919	3.19167	.37102	14.6524	16.1313	8.00	20.00
	Total	618	15.5793	2.89655	.11652	15.3505	15.8081	6.00	20.00
Culture Symbol	0-5 Lakhs	93	14.9032	3.62079	.37546	14.1575	15.6489	5.00	20.00
	5-10 Lakhs	155	14.8903	3.48199	.27968	14.3378	15.4428	5.00	20.00
	10-15 Lakhs	186	15.3602	3.16985	.23242	14.9017	15.8188	5.00	20.00
	15-20 Lakhs	112	15.3571	3.39808	.32109	14.7209	15.9934	5.00	20.00

	Above 20 Lakhs	74	14.7297	3.48892	.40558	13.9214	15.5380	5.00	20.00
	Total	620	15.0984	3.39700	.13643	14.8305	15.3663	5.00	20.00
Image	0-5 Lakhs	93	12.5484	1.78469	.18506	12.1808	12.9159	8.00	15.00
	5-10 Lakhs	155	12.5290	1.83158	.14712	12.2384	12.8197	8.00	15.00
	10-15 Lakhs	186	12.4624	1.73709	.12737	12.2111	12.7136	8.00	15.00
	15-20 Lakhs	112	12.5179	1.64389	.15533	12.2101	12.8257	8.00	15.00
	Above 20 Lakhs	74	12.4865	1.58972	.18480	12.1182	12.8548	8.00	15.00
	Total	620	12.5048	1.73018	.06949	12.3684	12.6413	8.00	15.00
Kind of Advertisement	0-5 Lakhs	93	12.1290	1.63006	.16903	11.7933	12.4647	9.00	15.00
	5-10 Lakhs	155	12.0516	1.65456	.13290	11.7891	12.3142	8.00	15.00
	10-15 Lakhs	183	12.0820	1.68015	.12420	11.8369	12.3270	6.00	15.00
	15-20 Lakhs	112	12.4286	1.66962	.15776	12.1160	12.7412	7.00	15.00
	Above 20 Lakhs	74	11.9459	1.69521	.19706	11.5532	12.3387	8.00	15.00
	Total	617	12.1280	1.66753	.06713	11.9962	12.2599	6.00	15.00

Table No. 4.105 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Meaning and Form	Between Groups	5.087	4	1.272	.325	.862
	Within Groups	2409.268	615	3.918		
	Total	2414.355	619			

Emotional Traits	Between Groups	38.720	4	9.680	1.155	.330
	Within Groups	5137.895	613	8.382		
	Total	5176.615	617			
Culture Symbol	Between Groups	40.559	4	10.140	.878	.477
	Within Groups	7102.439	615	11.549		
	Total	7142.998	619			
Image	Between Groups	.647	4	.162	.054	.995
	Within Groups	1852.339	615	3.012		
	Total	1852.985	619			
Kind of Advertisement	Between Groups	13.863	4	3.466	1.248	.289
	Within Groups	1699.022	612	2.776		
	Total	1712.885	616			

The tests in the table above show the exclusion of ANOVA analysis between emotional marketing factors and income level to measure whether there were statistically significant differences between our group means. The result shows that the sig. value for all emotional factors is above 0.05 and, therefore, there is no statistically significant difference in emotional marketing factors between the different income levels of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in emotional marketing factors across the various income levels of respondents.

H035: There is no significant difference for Product Perception among Income of respondents.

Table No. 4.106 Descriptives

Product Perception

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0-5 Lakhs	93	14.3333	3.15310	.32696	13.6840	14.9827	7.00	19.00
5-10 Lakhs	153	14.6209	3.36977	.27243	14.0827	15.1592	6.00	20.00
10-15 Lakhs	185	15.0811	3.12579	.22981	14.6277	15.5345	6.00	20.00

15-20 Lakhs	111	15.1982	3.34615	.31760	14.5688	15.8276	4.00	19.00
Above 20 Lakhs	74	14.4595	3.81845	.44389	13.5748	15.3441	6.00	20.00
Total	616	14.8003	3.32530	.13398	14.5372	15.0634	4.00	20.00

Table No. 4.107 ANOVA

Product Perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	65.958	4	16.490	1.496	.202
Within Groups	6734.482	611	11.022		
Total	6800.440	615			

The tests in the table above show the exclusion of ANOVA analysis between product perception and income level to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.202 (i.e., $p = .202$), more than 0.05 and, therefore, there is no statistically significant difference in product perception between the different income level of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in product perception across the various income levels of respondents.

H036: There is no significant difference for Perceived Quality among Income of respondents.

Table No. 4.108 Descriptives

Perceived Quality

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0-5 Lakhs	92	15.6304	2.41660	.25195	15.1300	16.1309	9.00	20.00
5-10 Lakhs	155	15.5871	2.54004	.20402	15.1841	15.9901	9.00	20.00
10-15 Lakhs	186	15.9247	2.65996	.19504	15.5399	16.3095	8.00	20.00
15-20 Lakhs	111	16.0811	2.39748	.22756	15.6301	16.5320	8.00	20.00
Above 20 Lakhs	74	16.2297	2.46925	.28704	15.6577	16.8018	8.00	20.00
Total	618	15.8608	2.52829	.10170	15.6611	16.0606	8.00	20.00

Table No. 4.109 ANOVA

Perceived Quality

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.712	4	8.178	1.282	.276
Within Groups	3911.320	613	6.381		
Total	3944.032	617			

The tests in the table above show the exclusion of ANOVA analysis between perceived quality and income level to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.276 (i.e., $p = .276$), more than 0.05 and, therefore, there is no statistically significant difference in perceived quality between the different income level of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in perceived quality across the various income levels of respondents.

H037: There is no significant difference for Brand Recall among Income of respondents.

Table No. 4.110 Descriptives

Brand Recall

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0-5 Lakhs	93	14.4194	4.02525	.41740	13.5904	15.2483	6.00	20.00
5-10 Lakhs	155	14.6194	3.70200	.29735	14.0319	15.2068	6.00	20.00
10-15 Lakhs	185	15.2649	3.72274	.27370	14.7249	15.8049	5.00	20.00
15-20 Lakhs	112	15.4643	3.80594	.35963	14.7517	16.1769	5.00	20.00
Above 20 Lakhs	74	14.0000	3.81777	.44381	13.1155	14.8845	7.00	20.00
Total	619	14.8611	3.81108	.15318	14.5602	15.1619	5.00	20.00

Table No. 4.111 Test of Homogeneity of Variances

Brand Recall

Levene Statistic	df1	df2	Sig.
.659	4	614	.621

In order to meet the assumption of homogeneity of variance, the *p*-value for Levene's Test should above .05. The value is more than .05 for brand recall so this full fill the assumption for ANOVA.

Table No. 4.112 ANOVA

Brand Recall

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	152.986	4	38.246	2.662	.032
Within Groups	8823.066	614	14.370		
Total	8976.052	618			

Table No. 4.113 Multiple Comparisons

Dependent Variable: Brand Recall

Bonferroni

(I) Annual income	(J) Annual income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0-5 Lakhs	5-10 Lakhs	-.20000	.49721	1.000	-1.6008	1.2008
	10-15 Lakhs	-.84551	.48186	.798	-2.2030	.5120
	15-20 Lakhs	-1.04493	.53180	.499	-2.5431	.4533
	Above 20 Lakhs	.41935	.59051	1.000	-1.2442	2.0829
5-10 Lakhs	0-5 Lakhs	.20000	.49721	1.000	-1.2008	1.6008
	10-15 Lakhs	-.64551	.41277	1.000	-1.8084	.5174
	15-20 Lakhs	-.84493	.47012	.728	-2.1694	.4795
	Above 20 Lakhs	.61935	.53563	1.000	-.8896	2.1283
10-15 Lakhs	0-5 Lakhs	.84551	.48186	.798	-.5120	2.2030
	5-10 Lakhs	.64551	.41277	1.000	-.5174	1.8084
	15-20 Lakhs	-.19942	.45385	1.000	-1.4780	1.0792
	Above 20 Lakhs	1.26486	.52140	.156	-.2040	2.7338
15-20 Lakhs	0-5 Lakhs	1.04493	.53180	.499	-.4533	2.5431
	5-10 Lakhs	.84493	.47012	.728	-.4795	2.1694
	10-15 Lakhs	.19942	.45385	1.000	-1.0792	1.4780
	Above 20 Lakhs	1.46429	.56788	.102	-.1356	3.0641
Above 20 Lakhs	0-5 Lakhs	-.41935	.59051	1.000	-2.0829	1.2442
	5-10 Lakhs	-.61935	.53563	1.000	-2.1283	.8896
	10-15 Lakhs	-1.26486	.52140	.156	-2.7338	.2040

15-20 Lakhs	-1.46429	.56788	.102	-3.0641	.1356

The tests in the table above show the exclusion of ANOVA analysis between brand recall and income level to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.032 (i.e., $p = .032$), which is below 0.05 and, therefore, there is statistically significant difference in brand recall between the different income level of the respondents. **Hence our null assumption was rejected.** This suggests that there is significant difference in brand recall across the various income levels of respondents. A Bonferroni post hoc test showed that there is no statistically significant difference between any income groups.

H038: There is no significant difference for Brand Recognition among Income of respondents.

Table No. 4.114 Descriptives

Brand Recognition

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0-5 Lakhs	92	11.6957	2.09520	.21844	11.2617	12.1296	6.00	15.00
5-10 Lakhs	155	11.5742	2.02885	.16296	11.2523	11.8961	5.00	15.00
10-15 Lakhs	186	11.8172	1.88849	.13847	11.5440	12.0904	6.00	15.00
15-20 Lakhs	112	12.0357	1.98612	.18767	11.6638	12.4076	6.00	15.00
Above 20 Lakhs	74	11.9324	2.05627	.23904	11.4560	12.4088	7.00	15.00
Total	619	11.7916	1.99356	.08013	11.6342	11.9490	5.00	15.00

Table No. 4.115 ANOVA

Brand Recognition

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.437	4	4.109	1.034	.389
Within Groups	2439.679	614	3.973		
Total	2456.116	618			

The tests in the table above show the exclusion of ANOVA analysis between brand recognition and income level to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.389 (i.e., $p = .389$), more than 0.05 and, therefore, there is no statistically significant difference in brand recognition between the different income level of the respondents. **Hence our null assumption was accepted.** This suggests that there is no significant difference in brand recognition across the various income levels of respondents.

H039: There is no significant difference for Purchase Decision among Income of respondents.

Table No. 4.116 Descriptives

Purchase Decision

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0-5 Lakhs	92	14.0978	4.04388	.42160	13.2604	14.9353	6.00	20.00
5-10 Lakhs	153	14.3856	3.78384	.30591	13.7812	14.9900	4.00	20.00
10-15 Lakhs	185	15.0216	3.95622	.29087	14.4478	15.5955	4.00	20.00
15-20 Lakhs	112	15.5000	3.62921	.34293	14.8205	16.1795	6.00	20.00
Above 20 Lakhs	74	14.2703	3.96663	.46111	13.3513	15.1893	4.00	20.00
Total	616	14.7224	3.89027	.15674	14.4146	15.0302	4.00	20.00

Table No. 4.117 Test of Homogeneity of Variances

Purchase Decision

Levene Statistic	df1	df2	Sig.
.745	4	611	.561

In order to meet the assumption of homogeneity of variance, the *p*-value for Levene's Test should above .05. The value is more than .05 for purchase decision so this full fill the assumption for ANOVA.

Table No. 4.118 ANOVA

Purchase Decision

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	152.655	4	38.164	2.547	.038
Within Groups	9154.876	611	14.983		
Total	9307.531	615			

Table No. 4.119 Multiple Comparisons

Dependent Variable: Purchase Decision

Bonferroni

(I) Annual income	(J) Annual income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0-5 Lakhs	5-10 Lakhs	-.28779	.51068	1.000	-1.7265	1.1509
	10-15 Lakhs	-.92380	.49382	.619	-2.3150	.4674
	15-20 Lakhs	-1.40217	.54465	.103	-2.9366	.1323
	Above 20 Lakhs	-.17244	.60444	1.000	-1.8753	1.5304
5-10 Lakhs	0-5 Lakhs	.28779	.51068	1.000	-1.1509	1.7265
	10-15 Lakhs	-.63600	.42299	1.000	-1.8277	.5557
	15-20 Lakhs	-1.11438	.48136	.209	-2.4705	.2418
	Above 20 Lakhs	.11535	.54810	1.000	-1.4288	1.6595
10-15 Lakhs	0-5 Lakhs	.92380	.49382	.619	-.4674	2.3150
	5-10 Lakhs	.63600	.42299	1.000	-.5557	1.8277
	15-20 Lakhs	-.47838	.46344	1.000	-1.7840	.8272
	Above 20 Lakhs	.75135	.53242	1.000	-.7486	2.2513
15-20 Lakhs	0-5 Lakhs	1.40217	.54465	.103	-.1323	2.9366
	5-10 Lakhs	1.11438	.48136	.209	-.2418	2.4705
	10-15 Lakhs	.47838	.46344	1.000	-.8272	1.7840
	Above 20 Lakhs	1.22973	.57988	.344	-.4039	2.8634
Above 20 Lakhs	0-5 Lakhs	.17244	.60444	1.000	-1.5304	1.8753
	5-10 Lakhs	-.11535	.54810	1.000	-1.6595	1.4288
	10-15 Lakhs	-.75135	.53242	1.000	-2.2513	.7486
	15-20 Lakhs	-1.22973	.57988	.344	-2.8634	.4039

The tests in the table above show the exclusion of ANOVA analysis between purchase decision and income level to measure whether there were statistically significant differences between our group means. The result shows that the sig. value is 0.038 (i.e., $p = .038$), which is below 0.05 and, therefore, there is statistically significant difference in purchase decision between the different income level of the respondents. **Hence our null assumption was rejected.** This suggests that there is significant difference in purchase decision across the various income levels of respondents. A Bonferroni post hoc test showed that there is no statistically significant difference between any income groups.

4.10 Discussion of Result

The finding supports previous study which found that emotional value support Indian consumers' purchase intention in both American and local context (Kumar et. al, 2009). The results of research conducted by Kristyatmoko (2013) and Yanthi (2015) that perceived quality has a positive and significant effect on purchase intentions. Yaseen, et al. (2011) where the perceived quality has the greatest influence of all variables studied. This is in line with the research of Setiawan (2010) which stated that the perception of good quality in consumers will increase purchase intention because it provides a strong reason for consumers to choose the brand. This is also supported by Setiawan (2010) about the relationship between perceived quality and purchase intention. Aaker (1996) also postulated the role of perceived quality in building and maintaining brand equity. This study as consistent with Malik and Ghafoor (2013) that brand awareness had significant influence on purchase intention.

Chapter V- Findings, Implications and Conclusion

5.1 Major Findings of Study

5.1.1 Findings from Sample

The present study finds out that the majority of 495 respondents (79.8%) are men and that the female respondents are 120 (20.2%). The majority of the respondents are having age group 31-40 years is 279, followed by age group 20-30 years are 186, followed by age group 41-50 years is 93, and the respondents having age group above 50 years is 62. 403 respondents were married and the rest of the 217 respondents are single. Education are divided into four categories where the majority of respondents Postgraduate 279, followed by graduates 186, followed by the others124 and upper secondary students 31. Income was divided into five categories in which majority of customers belongs to income group 10-15 lakhs 186, followed by 5-10 lakhs 155, followed by income group above 15-20 lakhs 112, followed by income group 0-5 lakhs 93 and least of the respondent belongs to above 20 lakhs income group.

5.1.2 Findings from Factor Analysis for Emotional Marketing

In the present study, meaning and form appeared as the first significant factor in emotional marketing with the Eigen value of 6.134 and the explained variance of 20.664. In all, four statements were compiled in Meaning and Form. Emotional traits emerged as the second major driver of emotional marketing with the Eigen value of 2.836 and the explained variance of 16.354. The emotional traits are composed of four elements altogether. The cultural symbol came out as the third important factor in emotional marketing with the Eigen value of 1,524 and the variance explained of 11,605. A total of four statements were added to Cultural Symbol. The image appeared as the fourth significant factor in emotional marketing with the Eigen value of 1.385 and the explained variance of 8.703. A total of three statements have been included in the image. Kind of advertisement appeared as the fifth important factor in emotional marketing with the Eigen value of 1.325 and Variance explained of 7.289. Total of three statements were clubbed in kind of advertisement.

5.1.3 Findings from Factor Analysis for Product Perception Factors

In the current study, product perception appeared as the first significant perception factor with the Eigen value of 3.147 and the explained variance of 37.485. Total four statements got clubbed into Product Perception. Perceived quality appeared as the second major perception factor with the Eigen value of 1.936 and the explained variance of 24.518. Perceived Quality consists of a total of four elements.

5.1.4 Findings from Factor Analysis for Brand Awareness Factors

In this study, brand recall was identified as the first important factor in brand awareness with the Eigen value of 2.880 and the explained variance of 45.810. In total, 4 statements were added to the brand recall. Brand recognition became the second most important brand awareness factor with the Eigen value of 1.366 and the explained variance of 24.890.

5.1.5 Findings from Hypotheses Testing

In this study, the independent variables Meaning and form, Emotional traits, Culture symbol, Image and Kind of Advertisement have a significant impact on the dependent variable, Buying decision. The adjusted R2 value is 0.416, indicating that the 41.6% variance in the dependent variable is the result of the independent variables.

The independent variables, Meaning and Shape, Emotional Traits, Cultural Symbol, Image and Kind of Advertisement have a significant effect on the perception of the product which is shown by the adjusted R2 value. The adjusted R2 value is 0.373, suggesting that the independent variables contribute to the 37.3% variance in product perception.

The result of regression analysis between emotional marketing factors and Perceived Quality is significant and the adjusted R2 value is .232 indicating that 23.2% variance in the perceived quality is contributed by the emotional marketing factors. The result of regression analysis between emotional marketing factors and Brand Recall is significant and the adjusted R2 value is .262 indicating that 26.2% variance in the Brand Recall is contributed by the emotional marketing factors.

The effect of emotional marketing factors on brand recognition is shown as the adjusted R2 value. The adjusted R2 value is 0.219, indicating that the 21.9% change in brand recognition is a result of emotional marketing factors. The total effect of the independent variables, Product perception, on the dependent variable, Purchase Decision, is indicated by the adjusted R2 value. The adjusted R2 value is 0.325, indicating that 32.5% of the Purchase Decision is predicted by Product Perception.

The overall impact of the independent variables, Perceived quality, on the dependent variable, Purchase decision, is shown by the adjusted R2 value. The R2 value is .336 indicating that 33.6% variance in the Purchase decision is contributed by the Perceived Quality. The global impact of independent variables, Brand Recall, on the dependent variable, Purchase Decision, is indicated by the adjusted R2 value. The adjusted R2 value is 0.749, indicating that the 74.9% variation in the purchase decision is attributable to the brand recall. The aggregate effect of the independent variables, brand recognition on the dependent variable, the buying decision, is indicated by the adjusted R2 value. The adjusted R2 value is 0.485, indicating that the 48.5% variance in the purchase decision is due to trademark recognition.

Independent sample t-test was computed between Emotional Marketing factors and gender, the results shows that there is significant difference between Meaning and Form, Cultural Symbol and Image on the basis of gender. Emotional Traits and Kind of Advertisement is not having significant difference on the basis of gender.

The independent sample t-test was computed between product perception and gender, the value of F is 2.177 and the significant value comes to .000, which is less than .05. Therefore, the null hypotheses is rejected and concluded that there is significant difference between product perception among male and female.

The independent sample t-test was computed between perceived quality and gender, the value of F is .549. The significant value comes to .000, which is less than .05. Therefore, the null hypotheses is rejected and concluded that there is significant difference on perceived quality on the basis of gender.

The independent sample t-test was computed between brand recall and gender, the value of F is 3.468 and the significant value comes to .022, which is less than .05. Therefore,

the null hypotheses is rejected and concluded that there is significant difference between brand recall on the basis of gender.

The independent sample t-test was computed between brand recognition and gender, the value of F is .876 and the significant value comes to .765, which is greater than .05. Therefore, the null hypotheses is accepted and concluded that there is no significant difference between brand recognition on the basis of gender.

The ANOVA analysis conducted between emotional marketing factors and age. A result shows that the significance value for all emotional factors is above 0.05. **Hence our null assumption was accepted.** This indicates that there is no significant difference in emotional marketing factors across the various age groups of respondents.

The result of ANOVA analysis between product perception and age shows that the significance value is 0.253 (i.e., p = .253), which is above 0.05. **Thus our null hypothesis was accepted.** This indicates there is no significant difference for product perception among different age group of respondents.

The output of the ANOVA analysis between perceived quality and age shows that the significance value is 0.904 (i.e., p = .904), which is above 0.05. **Thus our null hypothesis was accepted.** This indicates there is no significant difference for perceived quality among different age group of respondents.

The output of the ANOVA analysis between brand recall and age shows that the significance value is 0.250 (i.e., p = .250), which is above 0.05. **Thus our null hypothesis was accepted.** This indicates there is no significant difference for brand recall among different age group of respondents.

The test of the ANOVA analysis between brand recognition and age shows that the significance value is 0.937 (i.e., p = .937), which is above 0.05. **Thus our null hypothesis was accepted.** This indicates there is no significant difference for brand recognition among different age group of respondents.

The output of the ANOVA analysis between purchase decision and age shows that the significance value is 0.781 (i.e., p = .781), which is above 0.05. **Thus our null hypothesis was accepted.** This indicates there is no significant difference for purchase decision among different age group of respondents.

The ANOVA analysis between emotional marketing factors and education shows that the significance value for all emotional factors is below 0.05. **Thus our null hypothesis was rejected.** This indicates there is significant difference for emotional marketing factors among different education background of respondents. A Bonferroni post hoc test showed that in emotional traits there is statistically significant difference between Graduate and others group (p = .000), and Post Graduate and other group (p = .000). In culture symbol there is statistically significant difference between Graduate and others group (p = .000), and Post graduate and other group (p = .000). In kind of advertisement there is statistically significant difference between Post Graduate and others group (p = .000).

The ANOVA analysis between product perception and education shows that the significance value is 0.000 (i.e., p = .000), which is below 0.05. **Thus our null hypothesis was rejected.** This indicates there is significant difference for product perception among different education background of respondents. A Bonferroni post hoc test showed that there is statistically significant difference between Graduate and others group (p = .000), and Post Graduate and other group (p = .000).

The ANOVA analysis between perceived quality and education shows that the significance value is 0.113 (i.e., p = .113), which is above 0.05. **Thus our null hypothesis was accepted.** This indicates there is no significant difference for perceived quality among different education background of respondents.

The ANOVA analysis between brand recall and education shows that the significance value is 0.00 (i.e., p = .000), which is below 0.05. **Thus our null hypothesis was rejected.** This indicates there is significant difference for brand recall among different education background of respondents. A Bonferroni post hoc test showed that there is statistically significant difference between Graduate and Post Graduate group and with others group.

The ANOVA analysis between brand recognition and education shows that the significance value is 0.489 (i.e., p = .489), which is above 0.05. **Thus our null hypothesis was accepted.** This indicates there is no significant difference for brand recognition among different education background of respondents.

The ANOVA analysis between purchase decision and education shows that the significance value is 0.000 (i.e., $p = .000$), which is below 0.05. **Thus our null hypothesis was rejected.** This indicates there is significant difference for purchase decision among different education background of respondents. A Bonferroni post hoc test showed that there is statistically significant difference between Graduate and Post Graduate group ($p = .009$), Graduate and other group ($p = .005$) and Post Graduate and others group ($p = .000$).

The ANOVA analysis between emotional marketing factors and income shows that the significance value for all emotional factors is above 0.05. **Thus our null hypothesis was accepted.** This indicates there is no significant difference for emotional marketing factors among income of respondents.

The ANOVA analysis between product perception and income level shows that the significance value is 0.202 (i.e., $p = .202$), which is above 0.05. **Thus our null hypothesis was accepted.** This indicates there is no significant difference for product perception among different income level of respondents.

The ANOVA analysis between perceived quality and income level shows that the significance value is 0.276 (i.e., $p = .276$), which is above 0.05. **Thus our null hypothesis was accepted.** This indicates there is no significant difference for perceived quality among different income level of respondents.

The ANOVA analysis between brand recall and income level shows that the significance value is 0.032 (i.e., $p = .032$), which is below 0.05. **Thus our null hypothesis was rejected.** This indicates there is significant difference for brand recall among different income level of respondents. A Bonferroni post hoc test showed that there is no statistically significant difference between any income groups.

The ANOVA analysis between purchase decision and income level shows that the significance value is 0.038 (i.e., $p = .038$), which is below 0.05. **Thus our null hypothesis was rejected.** This indicates there is significant difference for purchase decision among different income level of respondents. A Bonferroni post hoc test showed that there is no statistically significant difference between any income groups.

5.2 Suggestions of the Study

- This study will suggest that corporate marketing managers should pay attention to and focus on emotional marketing. In addition, the Marketing Manager needs to consider the top five elements that affect the buying decision, product perception and brand awareness. These are meanings and shapes, emotional features, cultural symbols, images and advertisements. These five factors have a major impact on brand recall and brand recognition within brand awareness.

- The brand recall in brand awareness is one of the reasons why companies design to identify in the purchase decision. This research found that brand recall and brand recognition had a significant impact on the purchase decision.

- The research took place in India, which is in the development phase. Other research can be done in other countries where people's taste and culture are different and their level of development is different. If the model is tested in different countries, it has the potential to produce useful results.

5.3 Limits of the study

The limitations are obvious when it comes to research or study. The limitations of the study are related to how things work.

- The first limitation is that the data are collected from the state of Madhya Pradesh; the result can vary if the data would have been collected from other states or regions.

- The second limitation is that the data, which is gathered, is self-reported and, by the survey method, subject to bias.

- The information supplied by customers can be under/over-estimated so there are chances of biased information.

- The convenience sampling used to conduct the research; the result may vary if the sampling is random.

- Sample size is a limitation as well. Data collected from approximately 620 respondents, if the sample size is large, the result would be more specific.

5.4 Scope of research to come

The role of emotions in consumer buying is the subject of research on consumer psychology and is constantly evolving in the science of marketing. It is therefore strongly recommended that a new study be undertaken based on the findings of this research. The current research focuses on the impact of emotional marketing on product perception, brand awareness and buying decision. The study was based on FMCG products as subject of research and it can be replicated to other sectors like automobiles, electronic gadgets and can also find its application public sector areas like healthcare and transportation to demonstrate the role played by emotions in availing government services. Further research may be carried out at national level and a large geographical area is expected to cover. While this study has been done on consumers, a similar study may be done from the point of view of the retailer, so the retailer themselves can ascertain these measures and apply them in their own perspective in order to increase brand awareness and sales.

This search took a limited number of variables and factors, adding more variables to this additional search may be carried out.

This study may be developed to develop models for an effective public policy and welfare framework. This study can work as solid base for further researches as it provide inspirations besides the topic which has been mentioned and can act as a base for the future development of the concept.

5.5 Implications

5.5.1 To Organizations

From the study it is clear Emotional Marketing factors Meaning and Form, Emotional Traits, Cultural Symbol, Image and Kind of Advertisement are the most important factors that affect the Purchase Decision in FMCG sector. It implies that brand managers should consider these factors in there brand promotions and advertisement. This will help them to develop perception and awareness of brand among customers which will initiate the customers to buy specific brands.

The findings support the impact of Brand awareness elements i.e. Brand Recall and Brand Recognition on purchase decision. Organization should focus on the elements of brand recall and brand recognition so customer can easily recall and recognize there specific brands. This study will be also helpful to society to understand default strategies used by different industry to attract customers

5.5.2 To Researchers

Future researches can be conducted including other factors affecting purchase decision. The research has provided standardized questionnaires which could be used by the researchers for their studies in Indian context. The research would be of extreme help to those researchers who are conducting research in this field for the first time.

5.5.3 Theoretical and Practical implications

The conclusions of this study have theoretical as well as practical implications. Theoretically, the study has strengthened existing knowledge in the fields of emotional marketing and buying decision, identifying and bridging the gap between previous studies. The study also reveals factors that have a positive and significant influence on the purchase decision for FMCG products.

The practical implications of this study relate to how FMCG product marketing managers should see it going forward. First, the findings of this study, based on significant regression between the independent and dependent variables, suggest that in order to have consumers' purchase decision, the companies should: a) pay intention on emotional marketing especially meaning and form, Emotional traits, Cultural symbol, images and kind of advertisement. Increasing consumer purchasing decisions should further interpret consumer perceptions as a perception and perception of product quality and brand awareness as a reminder and recognition of the brand. As a result, in order to have meaningful brand recognition in brand awareness, this study suggests that the business marketing director should pay attention and focus on emotional marketing. Furthermore, the marketing manager must take into account the five main factors affecting brand recognition. They are meaning and form, emotional traits, cultural symbols, images and kind of advertisement.

5.6 Conclusion

The first objective of this research was to find out the factors of emotional marketing, product perception and brand awareness, Factor analysis was applied to find out the factors and then confirmatory factor analysis was applied to confirm the factors of emotional marketing, product perception and brand awareness. From the study Emotional Marketing factors Meaning and Form, Emotional Traits, Cultural Symbol, Image and Kind of Advertisement are identified as the most important factors. Two factors of brand awareness brand recall and brand recognition was confirmed form this study. Two factors of perception, product perception and perceived quality was confirmed from the study, Result shows that emotional marketing factors is having positive effect on brand recall and brand recognition.

The objective of this research was to measure the impact of emotional marketing on product perception, brand awareness and purchasing decision-making. From the study it is clear Emotional Marketing factors Meaning and Form, Emotional Traits, Cultural Symbol, Image and Kind of Advertisement are the important factors that affect the product perception, brand awareness and purchase decision in FMCG sector. Study also concluded with the fact that product perception and brand awareness is having positive and significant impact on purchase decision.

The study concluded that brand managers' efforts should focus on customer retention, brand awareness, perceived quality and perception in order to increase the purchasing decision. In India's FMCG markets, people are familiar to all brands. They were honest with their brand. All brands have been perceived as the same kind of features and fall into similar categories and people can remember and recognise the favorable brand. Thus, consumers' decision to purchase brands is influenced by brand awareness.

The study also found that perceived product quality was one of the factors that business marketing managers believe could lead to a buying decision. It was found that in order to obtain product perception, businesses should also focus on emotional marketing.

Finally, in order to achieve a high level of purchase decision when the companies decides to improve it, the marketing manager should pay greatly attention and consideration to the important factors that provide significantly unique contributions to predicting purchase decision directly and indirectly, as suggested by this study. The recall of the

brand in the brand awareness was revealed one of the reasons why companies design to identify in the buying decision. When marketing managers consider enhancing brand recall in brand awareness as well as the buying decision, they should rely on emotional marketing factors.

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Questionnaire

I, Dr. Lilesh Gautam, Post Doctoral Fellow of Jiwaji University, is conducting a study on "A Study of Emotional Marketing on Product Perception, Brand Awareness and Purchase Decision". The following questions are designed only for the research purpose. I kindly request you to fill the necessary details asked below (Please answer the questions by a tick mark). I also assure that the information obtained from you will be used for academic purpose only and kept confidential.

Part 1: The profile: Please indicate your information

Please tick (√) the answer

1. Gender: a) Male ☐ b) Female ☐
2. Age: a)20 – 30 ☐ b) 31 – 40 ☐ c) 41 – 50 ☐ d) Above 50 ☐ yrs
3. Marital Status: a) Single ☐ b) Married ☐
4. Education Level: a) Higher Secondary ☐ b) Graduation ☐ c) Post Graduation ☐ d) Other ☐
5. Income per Annum: a) 0-5 lakhs ☐ b) 5 to 10 lakhs ☐ c) 10 to 15 lakhs ☐ d) 15 to 20 lakhs ☐ e) Above 20 lakhs ☐

Part 2: Please indicate the degree of your agreement or disagreement with each statement by circling a number from 1 to 5 using the scale below:

Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1	2	3	4	5

No:	Variables	Levels				
		1	2	3	4	5
	Brand Recall					
1	I have adequate Knowledge about the brand than other brands in the market					
2	I can recall brand other than of competitive brand					
3	I can quickly recall the symbol or logo of the brand					
4	I can recall the brand easily when i m going to purchase					
	Brand Recognition					
5	Some Characteristics of this brand come to my Mind very quickly					
6	I can recognize this brand quickly among other competing brands					
7	I frequently think of this brand					
	Perceived Quality					
8	Product Performance					
9	Value added features of brand gave a positive impact towards to purchase the brand					
10	Products from this brand would be of very good quality					
11	I trust the service quality of this brand.					
	Product Perception					
12	The position of choice set is extremely high towards the brand when i m going to make a purchase decision					
13	I Prefer more familiar brands over less familiar ones					
14	Functional features of the brand are extremely good and have a positive impact towards a purchase the brand					
15	Quality perception towards the brand is important factor to purchase brand					

No:	Variables	Levels				
		1	2	3	4	5
	Purchase Decision					
16	Purchase decision Brand awareness is having positive impact on purchase decision					
17	My purchase decisions are affected by perceived quality factors of brand					
18	Emotional appeal used by brand is having positive impact on my purchase decision					
19	My purchase decisions are affected by perception factors of brand					
	Emotional Marketing Meaning and Form					
20	I Prefer brand in which brand meaning touch my emotions					
21	Emotional value towards a brand relates to positive feelings upon using the brand					

22	To reach customers heart and to attach emotionally with customers, companies are also working on forms					
23	Brand emotionally suggests to the consumers that they will make their dreams come true					
	Emotional Traits					
24	When i feel good and pleased with the purchase of a brand may repurchase the same brand even when provided with other options					
25	Emotional value towards a brand relates to positive feelings upon using the brand, which increases consumer loyalty towards the brand					
26	I Prefer brand Which triggers an emotional response that is, a strong and lasting desire for the advertised product.					
27	I Prefer brand Which enhances the emotional reward such as a sense of pleasure and happiness upon using these brands					
	Cultural symbols					
28	I associate with brand which having symbolic meaning					
29	I Prefer brand which represents my culture symbols					
30	I Prefer brand having cultural touch in product to attach emotionally with customers					
31	I Prefer brand which reflects traditional attributes in there product					
	Image					
32	I Prefer brand which create distinct image in my mind compare to other brand					
33	The logo of brand communicate information about our internal states and feelings					
34	The brand attach emotionally with customers by creating image in the mind of customer					
	Kind of Advertisement					
35	Emotional advertisement significantly impact consumer buying intentions					
36	Marketers add emotions in their appeal to attract their prospects.					
37	Emotional Advertisement Include breathtaking visuals intensifiers & music in there ads.					

(Thank you for your kind cooperation) Sign

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